

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

June 2, 1984

a Benn publication

Nothing extra for service, Health Minister tells *C&D*: Not on, say some leading pharmacists

London woman dies after script misread

OTC market 'static' warns PAGB

Real growth in Boots' chemist sales

Shopex preview



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
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# CHEMIST & DRUGGIST

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Volume 221 No 5422  
125th year of publication  
ISSN 0009-3033  
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**by Benn Publications Ltd**  
Sovereign Way, Tonbridge, Kent TN9 1RW  
Telephone: 0732 364422 Telex: 95132  
**Subscriptions:**  
Home £49 per annum  
Overseas & Eire £63 per annum  
including postage  
£1 per copy (postage extra)  
 Member of the Audit  
Bureau of Circulations  
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## COMMENT

C&D has always had an empathy with its subscribers: this week we can share a new experience — we have been leapfrogged! Any of our readers who opened the *Pharmaceutical Journal* last week should be prepared for a feeling of *déjà vu* when they turn to p1048 of this issue of C&D because in both places they will find "exclusive" interviews with Health Minister Kenneth Clarke. They may also be forgiven if they view C&D's interview as a case of "me too," but they would be wrong.

C&D's request for an interview was made five weeks ago, but the earliest the Minister could see us was Wednesday last week — press day. The topics we set out for the interview were then largely covered by the *PJ*'s lobby correspondent in an interview on Tuesday! As we cannot recall another exclusive Ministerial interview with the

pharmaceutical Press in the past 20 years our belief in coincidences is being stretched to the limit.

The normal journalistic reaction under such circumstances might be to scrap the interview, but we believe there are topics covered in ours that make it a worthwhile read — and of course there will be those who have not previously read anything.

However, the major point on which we undoubtedly lost our "scoop" was the Minister's refusal to entertain the idea of greater individualisation in the contract. That refusal, if it persists, makes nonsense of the forthcoming negotiations because a more direct reimbursement of costs is fundamental to the proposals of both the PSNC and the company chemists.

Mr Clarke believes that conceding the principle would mean pharmacists had no incentive to keep costs down — but he wants pharmacists to provide services

where the public needs them, so many costs are outside the contractor's control. He is concerned about over-pharmacies areas. So is the profession. But he is not prepared to help rational location, which would both overcome his justified fear of a limitless commitment under an individualised system, and bring service within reach of more of the population. (And no, Minister, the Essential Small Pharmacies Scheme does not answer that need).

It appears we are to wait until 1986 for the Nuffield report on the profession's future, but Mr Clarke and his Government colleagues can have a considerable effect on its chances, for good or ill, long before then.

Hopefully, he can be persuaded to modify his preconceptions. But after two interviews, at least the profession knows his mind.



# No extra money for

**Pharmacists who spend extra money to improve patient services cannot expect reimbursement from the NHS. In this exclusive interview with C&D, Health Minister Kenneth Clarke says individual costings within the new contract have no attraction for the Government or taxpayer. However, any parallel import clawback will be directed only at participating pharmacists. Mr Clarke says he is more concerned by the great density of pharmacies in some urban areas than by lack of pharmacies in rural communities.**

The Government says it wants an "adequate pharmaceutical service" in its new contract proposals. Kenneth Clarke says the Government looks at adequacy from the point of view of the patient and consumer. "We want a full range of pharmaceutical skills and a dispensing service available within reasonably easy access of patients who require it."

A judgment has to be made, he says, about the level of remuneration and compensation needed to get the necessary number of practitioners in the field.

One week further on from his letter on the new contract to David Sharpe, the chairman of the Pharmaceutical Services Negotiating Committee (C&D, May 19, p948), Mr Clarke does not shift from the view that averaging "provides fairness coupled with efficiency."

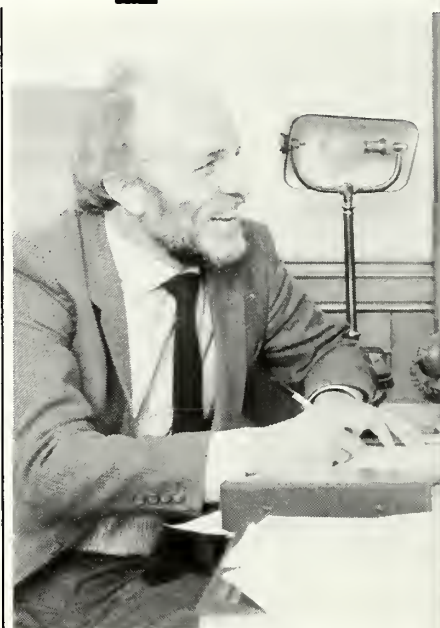
"I don't think anyone should seriously expect any Government to accept a system where it simply reimburses in full the costs actually incurred by individual pharmacists. That suggests each pharmacist should somehow decide for himself what level of expense to incur and then forward the bill to the taxpayer."

Mr Clarke says although in theory it is possible to draw up a scale of maximum costs for one kind of service or another that the Government would accept from

pharmacists, such a system would lead to more complaints and disputes than at present. "I think we have to stick to some variation of the system whereby you estimate reasonable average costs of pharmacies under various headings and then reimburse the average. The most efficient pharmacies would then do their best to expend less than the amount the Government would pay and hence keep some reward for their efficiency," he says.

Mr Clarke will not accept that pharmacies providing a full service — with an above average size, modern, well equipped dispensary, a waiting and counselling area, for example — should have its extra costs fully reimbursed. "I realise many pharmacists are moving towards a belief that individual costing is right. I think it only right to make it clear straight away that it has no attraction for the Government and taxpayer." Discussions and arguments will be listened to in negotiations, says Mr Clarke: "But so far no one has produced any arguments that persuade me."

Mr Clarke says he is open also to negotiations on items of service payments for such things as collection and delivery, 24-hour cover and extra health care, but



finds the idea singularly unattractive. "At the moment I am not attracted by the idea of large numbers of item of service payments in the contract of any profession. My inclination is that it is a mistake to start singling out parts of the whole service a pharmacist can provide to patients and giving particular item of service fees."

The need for rational location is recognised by Mr Clarke but he would not be drawn on the mechanisms of achieving it prior to negotiations with PSNC. He says he is familiar with the arguments and knows pharmacists have pressed for it for many years. "The Government has to look at the total number of pharmacies it is financing."

"How would you identify areas where there is a need for a pharmacy?" he asks. "And why is it necessary to give pharmacists incentives to go to those areas?" The Essential Small Pharmacies Scheme is primarily to provide a service in scattered rural areas, says Mr Clarke.

"I am more concerned by the very great density of pharmacies in some built-up urban areas — for example in city centres where they can be found very hard and close upon each other for no apparent reason."

Encouraging the public to seek self-medication advice from pharmacists rather than visit the doctor for minor ailments is still a part of Government policy. "I'm quite happy to consider ways of doing this." Mr Clarke says the public do not always get full benefit from the professional skill of the pharmacist. "I wish to encourage people to

*Chemist & Druggist 2 June 1984*



"But, Mr Clarke, they all say they've got exclusive interviews."



# better service



Health Minister Kenneth Clarke (right) faces up to *C&D's* Deputy Editor John Skelton across his desk at the House of Commons on May 23. Mr Clarke found amusing the suggestion that the Government might like to contribute to the NPA's advertising campaign.

take the advice of their pharmacist on suitable ailments."

Mr Clarke found amusing the suggestion that the Government might like to contribute to the National Pharmaceutical Association's "Ask your pharmacist..." advertising campaign. He'd not been asked for a contribution but rather approved of the NPA campaign. "I have to reserve my position carefully if anyone asks for money," he added, still laughing. "It's the usual problem."

On a more serious note Mr Clarke set out his views on the new contract negotiating procedure. "PSNC has put out its document on the new contract. We have issued a document which sets out part of our proposals to get the negotiations going. I do not see negotiations of this kind being conducted in public by an exchange of documents." He says PSNC and the Government have a common desire to reach an agreement as quickly as possible on a simplified contract that gives rise to fewer disputes and delays. But negotiations must be conducted freely and confidentially.

One matter hanging over the old contract is the outstanding clawback of discounts. Mr Clarke is aware of PSNC hints

that it favours a wipe-the-slate-clean conclusion but he has not been formally approached by the Committee.

The balance sheet for the year has not finally been drawn up, he says, but when it is the labour and overheads inquiry results could be offset against clawback. "We haven't decided to do this yet — it's not quite so straightforward. But we will try to be as helpful as we can if PSNC approaches us."

Mr Clarke says he hopes eventually to put dispensing doctors on a "perfectly even footing" with pharmacists, referring to his recent announcement that an interim discount scale, to abate the discounts doctors receive on drug purchases, is to be introduced from July.

He thinks the Clothier regulations are working well despite a suggestion from the Pharmaceutical Society. In its submission to the Nuffield Inquiry the Society says the number of applications from doctors for outline consent to dispense is against the spirit of the regulations. "I very much hope the dispute between the professions does not get re-opened — I would be extremely reluctant to get drawn back into it."

Another matter of import to community pharmacists, the industry and the public, being considered by the Government is the possible reduction of the manufacturer/wholesaler margin. "It is being discussed but nothing has yet been decided," says Mr Clarke. "We are looking at the effect on the pharmaceutical service and on the drugs bill for the taxpayer. Most people proposing a change to the wholesalers' margin do not appear to contemplate any savings to the taxpayer..."

Parallel importing is yet another matter likely to quicken the pulse of any self-respecting member of the National Association of Pharmaceutical Distributors. Mr Clarke says the new Exemption Order and licensing scheme were introduced principally to safeguard patients. He believes they do that.

If importing increases under the new scheme — or even if it simply carries on at present levels — the Government wants to clawback at least some (a share) of the differential in cost but *only* from the pharmacists who have used the cheaper imports. "We are still trying to find a solution that is fair to the pharmacist, which is legal in EC and British law, which is not in restraint of trade, and which is beneficial to the taxpayer."

"I don't go along with the suggestion that we should tell the pharmacist to pay more

for their drugs: that is of no financial advantage to us and stops them making their windfall profit."

Mr Clarke says everyone knows we now have a "rather messy" situation. It creates resentment among pharmacists that others who are taking advantage of the very large discounts on parallel imports are getting reimbursed more than their drug costs. He hopes to solve the problem in the next month or two.

He says he never thought much of the suggestion that, in certain instances, pharmacists who dispensed parallel imports were in *prima facie* breach of their terms of service. In view of the new arrangements he says it is all rather academic.

**See p1047 for the reason our interview is published this week and p1051 for reaction to it.**

However, some pharmacists are apparently facing Services Committee hearings on such matters. If, on appeal, individual cases come before the Secretary for Social Services the matter will be looked at more closely, says Mr Clarke.

Unlike Dr Gerard Vaughan, his predecessor, Kenneth Clarke has identified a role for pharmacists. He sees the narrow dispensing role expanding to take in a part of the health education of the public. Pharmacists will get more satisfaction from their practice if more patients look to them for the advice they can give."

However, Mr Clarke remains reticent about providing incentives to employ a second pharmacist to facilitate this role. Linking payment to script volume does not excite Mr Clarke although he says he will consider such ideas.

His aim is to produce a "clear" new contract with a reduced potential for disputes and delays in settlement — one which builds up confidence in the objectivity of the system. Mr Clarke says he would like to produce a more satisfactory relationship between Government and pharmacy. "Some area of battle is inevitable because we are dealing with fairly large numbers of independent contractors who take a robust view of their relationship with their principle client."

No! *C&D* did not ask the current 60,000 dollar question of Mr Clarke. The one about his inclination to take on the mantle of future Prime Minister being bandied in the Press. After all, if the cup is passed too many times it can become a poisoned chalice.



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# 'Not on, Mr Clarke' says Alan Smith

**Response from the profession to C&D's interview with Health Minister Kenneth Clarke (p1048) and his refusal to consider individual costings within the new contract has been strong. "Mr Clarke evidently expects those pharmacists who expand their role as he envisages to pay a financial penalty," says Alan Smith, chief executive, Pharmaceutical Services Negotiating Committee.**

Alan Smith says that if the Minister for Health wanted the pharmacist to take on greater responsibilities and to make full use of his expertise, then there would have to be a flexible contract with a reward for such activity. "To allow pharmacists to take on additional roles involving greater space allocation and to refuse to give individual reward for the extra labour and space is to impose a financial penalty on the dedicated," said Mr Smith.

He said a flexible contract that was not open-ended, rewarding the individual in certain instances, could be agreed, but with built-in safeguards to protect public expenditure. For instance the Minister could keep rent on average basis but individualise space allocation: "A kind of 'half-way house'," said Mr Smith.

Mr Smith said the Minister also must be prepared to pay for additional pharmacists who are employed specifically to take on this expanded role. "It is a cost-plus contract and Mr Clarke must pay the extra costs legitimately incurred."

Mr Clarke told C&D he saw the pharmacists' narrow dispensing role expanding to take in a part of the health education of the public. He said he would be happy to consider ways of encouraging the public to seek self-medication advice from the pharmacist and to get the full benefit of his professional skills but that contract individualisation had no attraction for the Government or taxpayer.

Mr Clarke also said he was open to negotiations on item of service payments for such things as collection and delivery and

24-hour cover but found the idea "singularly unattractive." Mr Smith said he could not understand why Mr Clarke could find the idea "singularly unattractive" for pharmacists when he rewarded GPs in just that way.

Mr Smith said a pharmacy's payment should be related to quality of service. The type of individual premises allowance PSNC envisaged in the new contract would tend to reward pharmacies providing OTC advice and self-medication and help prevent the concentration of pharmacies in urban areas referred to by Mr Clarke.

On discount clawback, Mr Smith said PSNC would await the final outcome of the overheads inquiry to check on the balances due to pharmacists and the Government before deciding on any approach to wipe-the-slate-clean.

However, Mr Smith welcomed the Minister's announcement that he proposes to clawback parallel import monies from participating pharmacists only. "His difficulty will be drawing up a scheme within the parameters he has set himself."

Mr Bernard Silverman, Boots director of professional services and a director of the Company Chemists' Association, said Mr Clarke's attitude on averaging would simply encourage some pharmacists to beat the system by providing a below standard service level. "Mr Clarke is heading for a sub-standard service with no incentive to improve."

Mr Silverman agreed any move towards individualisation in the new contract should not be open-ended: "There would be upper limits." He said pharmacists were noted for

giving free services to the NHS. Mr Clarke should reward the pharmacist through item of service payments.

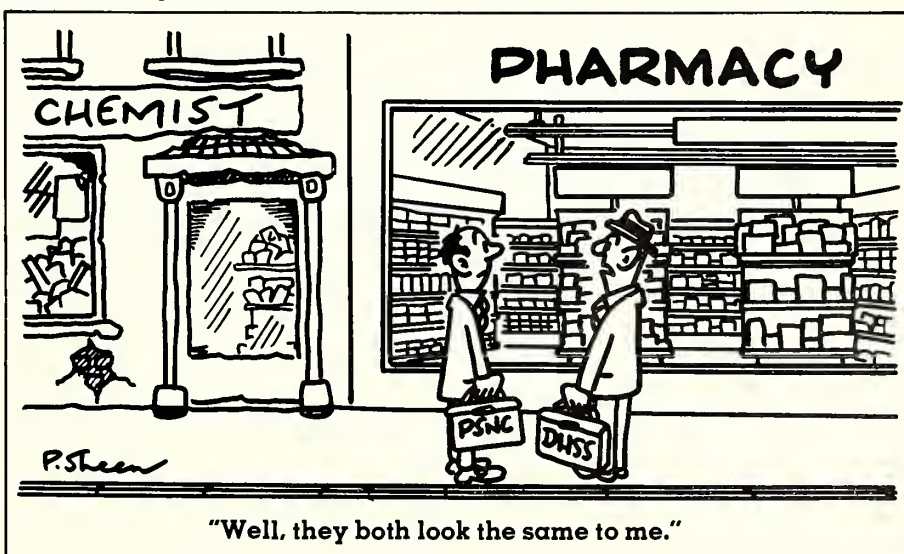
He said any new contract should reimburse drug costs more accurately than at present — he was very pleased to hear about Mr Clarke's new import clawback proposal.

Mr Silverman said the CCA would be happy to reopen talks on rational location. However, there must be no restraint on the trading activities of pharmacists who set themselves up in major shopping areas.

However, director of the National Pharmaceutical Association Tim Astill says he is "very glad" Kenneth Clarke has rejected greater individualisation within the contract. Mr Astill says that "overhead monies" are a relatively small proportion of NHS package and the broad-brush approach of averaging is fair.

Mr Astill was pleased the Minister is proposing to clawback a portion of parallel import profit from participating pharmacists only. In the NPA's May "Supplement," produced before the Government launched its new licensing scheme and announced the date for implementing the new Exemption Order, Mr Astill calls into question once again the professional ethics of those who parallel import. "...I would be able to hold my head up a great deal higher if every member of my profession had looked importers squarely in the face and told them to 'get lost.'" Parallel importing had allowed the patient's confidence in the drugs he was prescribed to be undermined.

Director of the National Association of Pharmaceutical Wholesalers, Mr Oswald Logan, said he was delighted by the Minister's proposal on import clawback. "The Association is dead against averaging." Parallel importing would disappear if the new licensing controls were effective and if the financial perk associated with it was removed.





## London woman dies after script misread

**A London woman died after she was given the wrong drug in a prescription mix-up at a chemists.**

Mrs Winfred Greig, 64, was prescribed Pardale, a mild pain killer for her arthritis, an inquest heard. But she was given Priadel, containing lithium.

She collapsed a day after she started taking the drug and was rushed to hospital where she later died, the hearing at Walthamstow, East London, was told last week.

Pharmacist Mr Pravin Patel, the locum who issued the drug at the chemists, Matthews & Son, in George Lane, South Woodford, admitted to the court: "I mis-read the prescription."

Mrs Greig, who also suffered from a weak heart, was told to take two tablets four times a day, which for Priadel was a lethal dose. Pathologist Professor Keith Simpson said Mrs Greig was killed by lithium poisoning due to a drugs overdose.

Her son David, who collected the prescription, said his mother became drowsy soon after she started taking the drug but believed the pain killer was simply

too strong. She had never had Pardale before so would not have realised what she was taking looked different.

Mr Patel admitted it was not a question of taking the wrong container. It was mis-read. Even then, a dose of eight Priadel tablets a day was excessive and Mr Patel said: "I should have checked it."

Mr Martin Levine, superintendent pharmacist, said: "If I had thought that the prescription was for Priadel, I would have got straight on the phone to the doctor who issued it. 'I would expect it to be known by a qualified pharmacist two tablets four times a day was excessive."

"This incident was completely out of character for Mr Patel. I can't give any explanation. It was a lapse of the moment. It's a terrible error that was made."

Coroner Dr Harold Price said Mr Patel should be given credit for making no attempt to "excuse what happened or compound or cloud the issue." He added: "The doctor's handwriting can be difficult to read but not in this particular case."

"On his own evidence, though Pardale was readable on the prescription, Mr Patel dispensed Priadel. He should have been alerted it was an excessive dose."

"He should have rung the doctor — if he had, this tragic course of events would not have occurred."

Mrs Greig's family said after the hearing they intend to take legal proceedings.

## One patient per option form

**Applications for doctor dispensing services must normally be for only one individual per form and be signed by the person concerned.**

That is the finding of the Health Service Commissioner for England, Sir Cecil Clothier, in response to complaints of maladministration by Dorset Family Practitioner Committee, brought by pharmacist members of its dispensing subcommittee (DSC).

Sir Cecil upheld three of the pharmacists' five complaints. The first was that applications had been accepted from one person on behalf of a whole household. The DSC had relied on certain requirements for medical services applications in the 1974 Regulations, but after the event sought the advice of the Department of Health. The Commissioner supports that advice, saying that applications should normally be made by each person except in the case of children under 16 and those who cannot act for themselves because of physical or mental infirmity.

However, a suggestion that applications

lapse when a child reaches its majority is rejected by the Commissioner.

The second victory for the pharmacists concerns a transfer of patients to dispensing lists without reference to the DSC or RDC. It had been found in July 1983 that several hundred existing dispensing patients in three practices had not submitted applications. They were given three weeks to do so, and 216 were accepted as a result — but without further reference to the DSC. The Commissioner says it is clear they should have been considered in accordance with the 1983 Regulations.

He also upheld the complaint that the three practices concerned had been remunerated for patients not registered for the supply of drugs. The FPC should have been aware of the situation and taken steps to correct it, says Sir Cecil.

The pharmacists lost their final point — that the FPC was obliged to delegate to the DSC the function of deciding upon administrative checks on dispensing lists.

Sir Cecil concludes: "My investigations have revealed serious departures from the clear provisions of the Regulations." He adds that the FPC has agreed to introduce an application form and to ensure it is used for individuals. It has also resolved not to offend again on patient transfers.

## Boots behind with labellers

**Boots are getting behind with their computer labelling installations — but are not giving away their new target date for completion.**

A statement issued in response to *C&D's* questions this week said: "The first phase of the programme has been completed. We have now received feedback from the branches involved and intend to make a number of modifications to the stock-ordering facility of the equipment. This will result in a slight slippage in the timing of our installation programme."

## Pharmacy ADR reports likely

**It is almost inevitable that pharmacists will be involved in reporting adverse drug reactions (ADRs), according to Professor Abraham Goldberg, chairman of the Committee on Safety of Medicines.**

Talking about "Drug safety" to the London Pharmaceutical Group Executive last week, Professor Goldberg said: "The problem is so great that no group keen to become involved should be discouraged." Opticians too would probably be used as a source of ADR reports, he said.

The approach to detecting ADRs may also benefit from a change to encompass a disease-orientated system. Doctors are being made more aware of ADRs and skin specialists and renal units in particular are well placed to spot drug reactions manifesting as clinical symptoms if physicians remember drugs can cause such reactions.

For example, about 15 to 20 per cent of jaundice is iatrogenic, Professor Goldberg said.

Similarly, pharmacists should be aware of the possibility of drug reactions both to prescription and OTC medication.

Asked why it took so long to withdraw phenylbutazone, Professor Goldberg explained it was a matter of benefit:risk ratio.

As for improving ADR reporting, Professor Goldberg said that a pilot scheme of doctors using computer terminals is now underway. In the future that may be the best means of communicating ADRs and information on withdrawn preparations, he suggested. "But in the meantime we have to look for other improvements to the system," he said.



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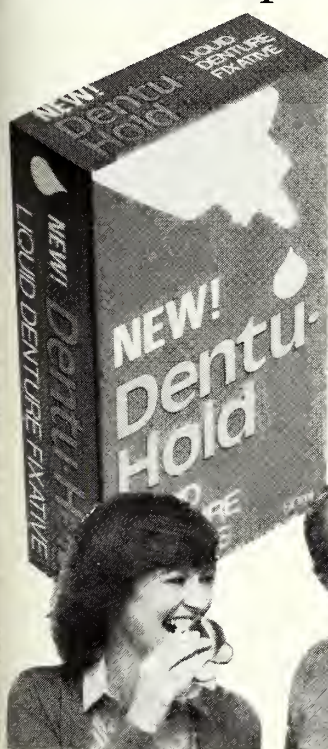
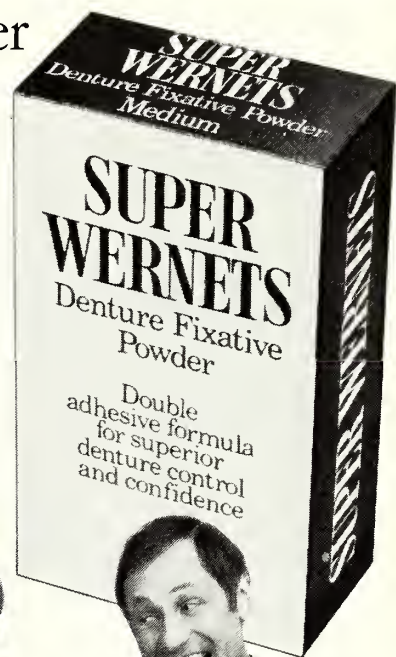
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## Richardson take up Bayer claim

**Richardson Systems of Preston are contesting a claim by Bayer UK that they have supplied computer programs which produce incorrect labelling instructions for Adalat and Adalat retard.**

All nifedipine formulations should be taken with or after meals, say Bayer, and not before meals as stated on pre-printed labels they claim are produced by the Richardson programs.

Bayer say food slows down absorption of nifedipine such that initial high peak plasma concentrations are avoided. Patients therefore benefit from fewer side effects like headache and flushing.

Mr John Richardson, of Richardson Systems, told *C&D* that all the company's programs are correct and comply with the Pharmaceutical Society's guidelines for cautionary and advisory labels. They are also checked by five independent pharmacists.

As far as Mr Richardson is aware the Adalat incident was a "one-off situation" and may have been an error on the pharmacists' part or due to an old program.

## FPA: inadequate condom supplies

Contrary to Department of Health guidelines, condoms are not available on prescription in all family planning clinics and when they are supplies are usually inadequate.

That is the conclusion of a recent report from the Family Planning Association and Birth Control Trust — "Men, sex and contraception."

The report recommends that the DHSS should issue clear guidelines for clinics that condoms be available easily without charge. GPs should be allowed and encouraged to include prescriptions for condoms in their family planning services to men as well as women. In addition the Independent Broadcasting Authority should lift its ban on brand name advertising of contraceptives says the report.

■ A study of the relationship between the cost and take-up of prescriptions would serve no useful purpose, Mr John Patten, Under Secretary for Health said in a Commons written reply, last week.

"Arrangements for script exemption ensures no-one need be deprived of necessary medication on financial grounds."

## Voters

Alright, don't take any notice of what I say. See if I care. But to learn that 800 fewer than last year voted in the Council elections when we had 24 candidates to choose from, and the need for change within Council is the most widely accepted fact of life, is puzzling as well as terribly disappointing. I know I'm a loner and live in an isolated wee world of my own, but I have never felt my remoteness from the bulk of PSGB members so painfully. Presumably, the 9,000 or so who did vote, are from a cross section of Society who find must find time to tend their affairs and read their trade Press more or less regularly. But what of the rest? I honestly thought we were beginning to breathe deeply, to rouse ourselves from the deepest torpor, to grasp we could show we wanted recognition as a united profession by each putting our cross on that bit of paper. All you had to do was read one little document, make seven marks, and post the stamped, addressed envelope. Why didn't you?

From what I can see the reasons bring no credit, but appear to be:

1. Lack of interest-boredom with politics;
2. Too many candidates;
3. Lack of information;
4. No personal knowledge of the candidates.

The first saddens me but has to be lived with. The next three all point to the need for change in the way our elections are conducted. I can understand arguments against regional representation in that it is impossible, at any time, for a local group in one area to generate a valuable energy and vision that could enrich the Council if two or three members were elected. While this is true, there's a better case, I think, for local candidates who would be known and canvas their views on home territory. If you had a dozen regions, there would be no difficulty in any one of them if there were half a dozen candidates for each, making 72 candidates in all! Yet the 24 we had to choose from deterred many from even attempting a choice.

The lack of information? A Leicester motion at the Branch Reps meeting that current restrictions on candidates using our Press during the two months running up to an election is wrong has been carried. It ought to bring changes which may be felt and ought to help give lively candidates the platform they need if they are to get to us.

But in the end, I feel greater interest in Council will only come when individual members know their candidates, when we have met them, heard them, and had some closer understanding of their character and

local reputation. Then we'll be competent to assess their suitability to represent our interest. We will also feel able to have a go at them directly on matters which concern us, or ask reasons for action — or non-action. Till we have this I suggest the interest in Council elections will be seen to have as much relevance to ourselves as the EEC elections. The awful thing about it is both have effects that can be cataclysmic. Now that the system which continues to distance us from those who want to serve us has been proven to be damaging, it must be changed.

## Discount

It is fascinating to read that dispensing doctors are at last to have some of the discount they get, and have had since the beginning of discounts (seven years?), taken from them — two thirds of what they will get this year, starting on July 1, and all of it next year, starting April 1. No retrospection. The Government's lack of interest in this matter is explicable in that they pay a negotiated global sum for all general practitioner expenses which is carried carved up between general practitioners themselves. It might be pertinent to ask if this recent recognition of seven fruitful years has come from prescribing doctor pressure.

If so, we might usefully point out to those stout fellows that they are paying from their own pockets full Tariff prices to many dispensing doctors for drugs imported from the Continent for two thirds the cost. Parallel importing is by no means confined to pharmacists.

## No doctors?

I have to admit, I am puzzled by the report on the new code of ethics accepted at the annual meeting of the Pharmaceutical Society. Apparently the issue covering the use of the title "Dr" by pharmacists qualified to use the designation, was neatly sidestepped by a "procedural misunderstanding."

The Council thinks the use on fascias or letterheadings might mislead the public. It might. It might also cause thought about the qualifications of pharmacists. I cannot believe any misapprehension by the public would be fostered by any of our so-qualified members for one minute. By not pointing out to Mr Bubbs and Mr Miller of Dorset the need to make an amendment, Mr Darling has achieved what Council wanted even though it is against the demonstrated wishes of the great majority of pharmacists they are elected to represent. More will be heard of this.



# FORMULA 1



When your customers ask for an antidiarrhoeal they want a medicine that works quickly and is easy to take.

Imodium\* is the convenient, advanced way to control diarrhoea in 1 hour. Its excellent safety record has been proved by its extensive use in general practice.

So you can recommend Imodium\* and know that it's a winner.

## Imodium\*

**First and foremost in diarrhoea**



Further information is available on request from Janssen Pharmaceutical Limited, Grove, Wantage, Oxon. OX12 0DQ. Tel: Wantage (023 57) 2966. Telex: 837301 \* TRADEMARK





Antiseptic cream • Antifungal foot foam • Medicated foot powder • Massage embrocation • Heat spray



PLEASE TAKE A LEAFLET



SUPPLIERS TO THE BRITISH OLYMPIC

*of foot treatments, embrocation and antiseptics*



# HOW TO MAKE MONEY BY ACCIDENT

The growing trend of sports and keep fit presents a major profit opportunity for chemists.

## A significant new range of medications

**★ Muscular Aches & Pains ★ Athlete's Foot ★ Cuts & Grazes ★ Blisters**

The Crookes Sport Range of six licenced medications has been specially developed for sports conscious men and women to treat common irritations and minor injuries.

## £1½ million national launch

Heavy national TV support will break just before the Olympics to help generate heavy consumer demand for Crookes Sport products.

## British Olympic Team support

The entire Crookes Sport range will be supplied to and used by the British Olympic Team.

## Exciting packaging and display materials

With its eye-catching, modern packaging the unique Crookes Sport Range cannot fail to make an impact at point of sale.

Contact your Crookes representative now and you'll soon be reaping the benefits of other people's exercise! Not to mention the chance to win a trip to the Olympics.

On your marks...





# No.1 in HairCare

Lady Jayne means the very latest in hair fashion styles. New, exciting products launched regularly. All packaged in eye-catching pastel colours, that harmonise perfectly, to create in-store excitement.



A selection from the vast, ever-changing range of Lady Jayne Hair Fashion Accessories. The signature on the Brand Leader is

*Lady Jayne*

Laughton & Sons Limited,  
Warstock Road, Birmingham  
021-474 5201

## Robinsons aspire to greater things

Barley water, baby foods and jam are nothing to do with us, says Stan Nelson, sales and marketing manager of Robinsons of Chesterfield. Our lines include Paddi Cosifits, Soft & Pure and Cameo. To clear any confusion we intend to shout about them and become more aggressive.

Starting the ball rolling the company has strengthened its marketing team (see p1090 for new appointments) while additions and updates are being introduced for both Paddi Cosifits and Soft & Pure. As part of the new approach Cosifits are being launched with refastenable tapes and the Soft & Pure cotton wool range expanded with the addition of cosmetic wipes. Details of activity on the Cameo sanpro range can be expected in the Autumn.

Cosifits is now the third disposable nappy to be launched with refastenable tapes and a 48-pack size has been added to the range (see C&D May 12 for details of activity on Numark own-label and Pampers lines).

Refastenable tapes now enable the mother to check the state of the nappy at any time and to refasten the tapes again if unsoiled. They also mean the nappies can now be readjusted if not fitted properly. Existing machinery at Chesterfield has been adapted and the company is adding to their production lines to meet demand in this, a market growing at the rate of 30-35 per cent per annum.

Television advertising — to the tune of £1½m — will again be used with a new commercial featuring the refastenable tapes. Scheduled to run from June through to the end of the year the commercial will run in morning, afternoon and peak evening slots. Robinsons are confident it will create as much awareness as the highly acclaimed Cosifits Conga. Existing trade bonuses will be continued through to the end of the year.

Added to the Soft & Pure range are Wipeaways — all-in-one cosmetic wipes for the removal of make-up and nail varnish. Packaging comprises sealed containers to retain moisture. The tissues which are lightly rose scented for added cosmetic appeal come in packs of 50 and will retail for £1.85. By including lanolin and butyrolactone and leaving out acetone Robinsons believe they have overcome the drying action often associated with similar nail products. One tissue should be sufficient to remove varnish from both

## COUNTERPOINTS



'Wipeaways give a logical added dimension to the highly successful range in the cosmetic field'

hands. The make-up wipes contain a gentle moisturiser and conditioner suitable for all skin types.

Women's press advertising totalling £¼m will run from July through to the end of the year while below the line activity will include sampling offers through the same media.

Says Ted Martin group marketing manager consumer products "Wipeaways give a logical added dimension to the highly successful range in the cosmetic field".

Soft & Pure replaced the Debs, Kinx and Paddi lines in September 1982 and, with £½m advertising support, saw sales increase by 24 per cent over the next 12 months. Until the launch the market trend was towards own-label lines, says Mr Martin.

Our launch altered that trend and with the emphasis on the cosmetic appeal of the range the market, worth £23m, is now seeing 10 per cent growth per annum. Currently the company is improving the quality of their cotton wool rolls. This follows the introduction of cotton wool balls in shades of peach at the beginning of the year which do not seem to have taken sales from the existing Robinsons lines.

The introduction of Wipeaways into the Soft & Pure range, says Mr Martin, can only establish the name of the range even more strongly.

Such activity is receiving strong support from a new-look marketing team. And with an eye to the future the company has introduced a graduate scheme and set up a new internal division to develop a whole range of new products. Four graduates have been taken on in the marketing departments in the past 18 months.

"We have got the established brands to  
*Chemist & Druggist 2 June 1984*



stay ahead of the competition", says Mr Nelson. "With our marketing department growing in stature we are able to give our products the necessary back-up as markets become more aggressive. The opposition we face is multi-national and they have more resources than we do, but we have the pedigree and we are going to start shouting about it."

As for new products in the pipeline Mr Nelson says the company is in no way restricted by majoring on cotton wool and disposable nappies "although we would like any new lines to fit our pattern of business." And the company believes their awakening is good news to the chemist. "Our strength has always been with the chemist trade by the very nature of our products".

While plans for Cameo are not yet ready to be revealed the company hints that the somewhat old fashioned image will be updated.

Whatever the outcome the new attitude within the company should ensure Robinsons and Chesterfield are firmly placed on the map. That famous twisted spire could soon find itself overshadowed. *Robinsons of Chesterfield, Wheat Bridge Mills, Chesterfield.*

## Unichem's June offers

Unichem's sixth "Golden dozen" promotion runs to the end of the month. All products will appear on price cards, shelf barkers and posters and include Brut 33 bodyspray banded with 100ml splash-on lotion Cosifits, Gillette Contour, Headlines, Imperial Leather talc, Johnsons baby lotion, Kotex Simplicity, Libresse Bodyform, Nivea creme and lotion, Supersoft Once shampoo, Palmolive shaving cream, Silvikrin toners and shaders, Supersoft hairspray and Wet Ones.

The members offers promotion runs from June 9-30. Offers include Anadin, Anadin soluble, Andrews liver salts sachet, Build up, Cymalon sachet, Crest, Dentifix, Discover 2, Dr Whites, size 1 and 2, Elnett hairspray, Farleys Osterrusks, breakfast cereal, Farex weaning food and granary rusks, Flex conditioner and shampoo, Fresh & Dry, Germolene, Germoloids suppositories, Hermesetas, Immac cream, Imperial Leather bath foam and shower gel,

## Robinson's unsweetened Baby Juice (Because he's sweet enough already)



This double page colour spread for Robinson's baby foods will run in the mother and baby Press from June to November. *Reckitt & Colman Products Ltd; Dansom Lane, Hull HU8 7DS.*

Impulse bodyspray, Inter-dens sticks, KY Jelly, Lactocalamine, Lilia stick-on towels (12 as 10), Marigold gloves, Milk of Magnesia liquid and tablets, Milupa baby foods, Mum Quick Dry, Odoreaters, Oxy-5 and 10, Palmolive shaving sticks, Radian B liniment, Radox bath salts, Palmolive rapid shave, Signal toothpaste, Slender low calorie range, Soft & Pure cotton wool, Sucron, Woodward's gripe water and Wilkinson Sword double edge blades.

Sundry items on offer throughout June include Sensodyne toothbrushes, Addis hairbrushes and Tommee Tippee. *Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*

# The sweet sell of success

New Superfresh Loo Guard has successfully achieved everything it was designed to do... It's the toilet-bowl cleaner-block that freshens, cleans, kills germs and leaves behind the lingering fragrance of Roses or Pine.

A choice of two fragrances, and extra business from selling refills... Customer choice is a vital ingredient of selling success. Loo Guard blocks in Green Pine or Pink Rose have a strong, cleansing, hygienic foam action. (Not everyone wants a Blue cover-up job).

It's the best way to keep the modern toilet sweet - as more and more housewives are learning. **Keep Loo Guard on your shelves - and in your loo.**



REFILLS IN 2 FRAGRANCES TO BRING MORE BUSINESS YOUR WAY.

MORE STRONG ADVERTISING SUPPORT...REACHING OVER 8 MILLION HOUSEWIVES THIS SUMMER.

## Vychem Ltd

VYCHEM LTD. 20 MARKET ST. POOLE, BH15 1NW TELEPHONE (0202) 681850



IT'S

LONG LASTING  
**SURE**  
SOLID

NEW



ANTI-PERSPIRANT DEODORANT

**BIGGEST BRANDS** ✓ **BIGGEST SALES** ✓ **BIGGEST PROFITS**



# NEW. IT'S SOLID. AND IT'S SURE THING!

Introducing New Sure Solid. A superb technological breakthrough from the brand that always leads the field.

New Sure Solid is not just a stick deodorant. It's solid and an unbeatably effective anti-perspirant that's totally dry on application!

Single variant Sure Solid means big, profitable business, too.

Because it's unisex, it will expand the market with new users.

Nobody knows the U.K. deodorant market better than Elida Gibbs – our massive 24% share proves it.

And we're backing this addition to our powerful Sure range with a £3 million multi-media advertising campaign – the biggest ever!

Stock New Sure Solid.

And put your finger on some real profits!



FROM THE BIGGEST NAME IN TOILETRIES. ELIDA GIBBS

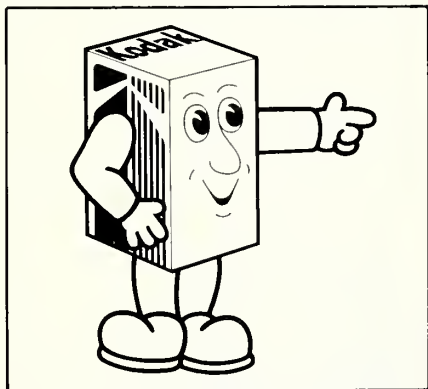


## Kodak's Mr 'X' focus on play

Kodak are introducing a broadly based programme to focus on leisure for the benefit of both photo retailers and the public.

Photography, they believe, should become an even more important part of "family fun" on outings such as air shows and visits to stately homes and public gardens.

The new symbol of Kodak's strong presence at many of these events is a character shaped like a film box — with arms and legs. He will point the way to the



nearest "on site" shop run by local dealers where Kodak films are on sale together with a free disc camera loan service.

He will also be situated throughout the leisure locations and appear on a variety of promotional items. The new symbol is not a corporate logo or a dealer symbol.

To date this character has no "official" name so Kodak would be interested to hear any suggestions from the trade.

A programme specifically aimed at the youth market has also been produced. Objectives are to improve the standard of photographic knowledge in schools, (both electronic and chemical), and increase awareness of potential uses of photography in relation to syllabus. *Kodak Ltd, PO Box 66, Kodak House, Station Road, Hemel Hempstead, Herts HP1 1JU.*

## Bank on Tampex for £10,000

Shoppers are being asked to write their own cheques up to £10,000 in a "Bank on Tampax" competition.

"Flashed" packs, point of sale leaflets and advertisements in women's magazines feature the competition in which consumers have to answer four simple questions about

advertising and complete a tie breaker. They can then choose which prize to go for ranging from £1 to £10,000.

Editorial style advertising, alongside related features, is to appear in the July 21 edition of *Woman* and August 4 edition of *Woman's Own*, say Tambrands (see Business News for company change of name details).

The "Bank of Tampax" promotion follows the company's "Half-price refund" which generated 120,000 applications says the company, who claim to be putting £300,000 back into the trade. *Tambrands Ltd, Dunsbury Way, Havant, Hants.*

## Rubinstein sun repair trio

Helena Rubinstein have added three sun repair preparations to their Golden Beauty range. There is a high protection face cream with sun protection index of 6, a moderate sun protection face cream with a sun protection index of 4 and a sun repair face cream for use after sunbathing. All retail for £6.95. *Helena Rubinstein Ltd, Central Avenue, West Molesey, Surrey.*

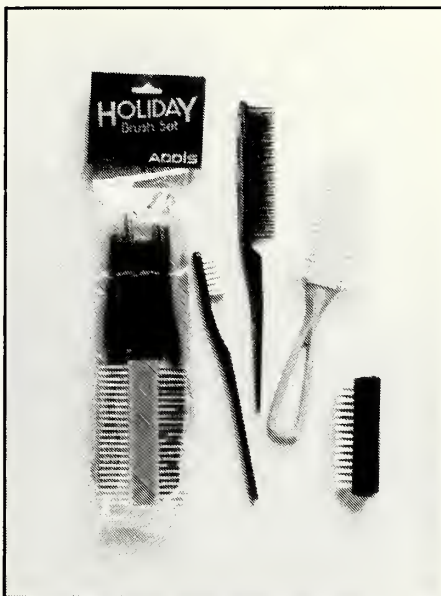
**FREE  
PROOF  
THAT A LITTLE  
GOES A LONG WAY  
ON STAINS...**



## Giving hair a holiday shine

Addis have introduced a holiday brush set and hairdresser natural bristle brush while special offers will be available on other lines for the Summer.

The holiday brush set (£0.99 rsp) comprises a weekender half radial hairbrush, a mini nailbrush, quill comb and nylon medium-textured toothbrush. It comes in bright red, sunshine yellow and



sea blue. The sets are offered in a special deal with a bright red Addis linen basket (worth £7.50) which forms a display and holds back up stock, says the company.

The hairdresser natural bristle brush (£2.35) has a plastic handle with bristle mounted in a flexible rubber cushion. It is available in red, blue or black.

Special offers are available on the whole hairdresser range. The range's floor stand now has revised panels to help customer decision as well as a counter gondola top unit with leaflet dispenser.

Addis polypropylene combs have been repackaged and are supplied in shoe packs of assorted colours. There is a counter/gondola/shelf display unit holding two of each size comb. The double-sided unit is designed to take up less space, say Addis, and can be used on aisle positions or by the till for "impulse" purchase. Addis combs and the Dressers range are also on special offer. *Addis Ltd, Brushworks, Hertford, Herts.*

## Pretty Polly tennis link

Pretty Polly are to sponsor Europe's richest tennis tournament for women. The deal will top £500,000 over the next three years, says the company.

The "Pretty Polly Classic" (formerly the Daihatsu Challenge) will be held in Brighton from October 21-31, carrying prize money totalling £125,000, says the company. A marketing programme around the sponsorship is also to be implemented, say Pretty Polly. *Distributors are Pharmagen Ltd, West Lane, Runcorn, Cheshire.*

## Go for gold

Yardley recently gave £11,196.60 to the British Olympic Committee representing 10p for every specially marked Gold product bought, says the company. The cheque was presented by Lawrie McMenemy. The company is also sponsoring the Tyrell car of British driver Martin Brundle. In the livery of Yardley Gold for Men the Formula 1 car will race in the Monaco Grand Prix. *Yardley of London Ltd, Miles Gray Road, Basildon, Essex.*

## 4711 travel kit

A travel pack of 4711 holds five colognettes, 1 ice mini dab-on and a 25ml flask (£3.99). It is available to the trade in outers of 6 (£13.88). *Alberto Culver Co Ltd, Houndmills Industrial Estate, Telford Road, Basingstoke, Hants.*



## FREE TRIAL OFFER NEW DESIGN PACK

The colourful new pack treatment of Denivit Tooth Cream is sure to attract fresh attention from customers. And to give them an extra reason to discover Denivit's power on stains we're providing a special 7ml. starter pack. Price 15p to the customer. But FREE to you with every standard pack you order.

It's a powerful way to capitalise on the extra demand produced by our intensive daily screening of Denivit's telling commercial on the most appropriate medium of all - television.

New Pack. Trial Offer. TV campaign. What more powerful formula for success. Make the most of it by ordering now from your Ernest Jackson representative or direct from Ernest Jackson Co. Ltd., Crediton, Devon.

**Denivit®**  
TOOTHCREAM

**Strong on stains kind to teeth**



## Chemist-only Evenflo from Mentholatum

Mentholatum Company have re-introduced Evenflo as a complete range of breast feeding aids for chemist-only distribution.

There is to be advertising support starting this month with colour pages in the mother and baby Press and specialist Press.

Until now, say Mentholatum there has been no properly structured market for products designed to assist with breast feeding. This contrasts with the USA where Evenflo products are brand leaders of a multi-million dollar market, says the company.

Evenflo was first introduced in the UK, from America, in 1979 and included some 40 products. But it has not been available since 1981.

Mentholatum see the range as specialist pharmacist products and an area the

pharmacist has not fully exploited.

The range includes a breast pump (£5.95 rsp). It allows mother's milk to be expressed into a conventional 4oz bottle and all parts can be sterilised by the cold water method, says the company.

There are breast pads (36, £1.95) which incorporate a unique non-plastic moisture shield to protect clothing from leakage, say

Mentholatum. The pads are contoured and made from "breathing" fabric.

The third product is a breast feeding set (£8.50). It contains a breast pump, and bottle, 12 breast pads, a 50g jar of breast cream, a nipple shield, an orthodontic teat and a 16-page booklet "The joy of breast feeding." *Mentholatum Co Ltd, Longfield Road, Twyford, Berkshire.*



## TAMPAX LIMITED

### Notice to Customers and Suppliers

We are pleased to announce that the Company is changing its name to

## TAMBRANDS LIMITED

with effect from 1st June 1984.

The purpose of the change is to reflect the diversification in the field of branded consumer products by our Companies throughout the world.

However, there is no change in our basic business philosophy nor will existing arrangements be affected in any way.



% Volume Sales



Soft & Pure, as you can see from the graph on the left, is Britain's fastest growing cotton wool. Sales of our cosmetic pads rose 61% in 1983.

In fact Soft & Pure now enjoys a 34.2% market share, which makes us brand leader.

Now we have two new products to join our range.

Soft & Pure Wipeaways. One for nails and one for make-up.

In a simple wipe, women will be able to remove make-up or nail-varnish without the need for countless bottles and reams of tissue.



Which is why new Soft & Pure Wipeaways are going to be such a runaway success.

The packs will look great on the shelf (yours and hers), while the Soft & Pure name is one both of you know and trust.

To get things off to a good start we're backing Wipeaways with a £250,000 spend in women's press as well as a special introductory bonus.

All the more reason to start stocking new Soft & Pure Wipeaways now.

New Soft & Pure Wipeaways

**Robinsons**  
of  
**Chesterfield**

HOW LONG BEFORE  
YOU COTTON ON TO OUR  
NEW WIPEAWAYS?



## Heavy backing for K-C's velvet

Kleenex velvet toilet tissue is being supported by a £2 million-plus advertising and promotional campaign following its launch in the North of England.

£1m is to be spent on television advertising in the Granada and Link regions. The 13-week campaign starting this week features a 90-second commercial.

Leaflets telling consumers about a £1 cash-back offer together with a 10p-off coupon will be distributed to over five million households in the North, say Kimberly-Clark. In return for proofs of purchase from four twin-packs or two four-roll packs of Kleenex velvet consumers will receive £1, says the company.

Response to the brand has been good, say Kimberly-Clark, who claim a 22 per cent increase in trade orders in April after a four week advertising campaign in the South, where the brand was launched 18 months ago. "We are convinced that response to the Northern campaign will far exceed this," Kimberly-Clark Ltd, Larkfield, nr Maidstone, Kent.

## Limited launch for skincare duo

Two further ranges from Kelemata — the cosmetics division of the Italian Giraudi Group — are to be introduced, initially on limited distribution, by Colson & Kay. Cruscace and Virginiana are two specialised skincare ranges and join Natural Recipe the hypo-allergenic skincare line for normal skins. Cruscace is formulated from cereal embryos and bran extracts while Virginiana, formulated from plants, has been developed to care for the sensitive skin around the eyes. Cokson & Kay Ltd, Shentonfield Road, Manchester M22 4RW.

## Arden 'fix-it' for the eyes

Following the success of Lip-fix (C&D June 11, 1983) Elizabeth Arden have now turned their attention to the eyes. Containing Primilin III, a further development of the ingredient in Lip-fix, Eye-fix (£4.95) prevents make-up from mixing with the natural oil secretions of the skin and stops eye shadows from settling in the eyelid

1066



creases. By applying Eye-fix before make-up the application and wear of eye shadow will dramatically improve, says the company.

Advertising will break in the September issues of the women's Press and the *Sunday Express* and *Mail on Sunday* magazines. Women's Press advertising will run through to the end of the year.

A £1 voucher redeemable against any Visible Difference eyecare product is included in-pack. Merchandising can either carry Eye-fix on its own or with Lip-fix and there are window display kits. Elizabeth Arden Ltd, 9 Hanover Square, London W1.

## New Era on Capital...

New Era Laboratories are using radio advertising for the first time to support their Combination H hay fever tablets. There is further support in selected national dailies, says the company.

Timing of the campaign on Capital Radio, to consist of 36 20-second spots, is to be determined by the National Pollen and Hay Fever Bureau's forecasting service so that the campaign runs at the peak of the season, says the company.

Advertisements have also been booked in the *Sunday Express*, *Daily Express* and *Daily Mail*, running throughout June. New Era Laboratories Ltd, 39 Wales Farm Road, London W3 6XH.

## ...and a burst for Lovmi

Peaudouce are supporting their Lovmi disposable nappies with a £65,000 advertising burst on Capital Radio.

The advertising runs throughout June using four different commercials, says the company. It represents the beginning of a regional campaign for Lovmi that will run for the rest of the year, say Peaudouce (UK) Ltd, Lockfield Avenue, Brimsdown, Enfield, Middlesex EN3 7PX.

## Shape up with Sanatogen

Sanatogen, who are supplying vitamins for the British Olympic team, are providing merchandising support for their Summer vitamins campaign. It is their first ever consumer promotion, with the theme "Shape up this Summer with Sanatogen," in



independent pharmacies they say. The promotion offers a 45rpm dance/exercise record featuring television personality Isla St Clair, at a price of £0.75 and is flashed on a new counter unit header and consumer leaflet.

The promotion is open to independent chemists participating in the Sanatogen best sellers display plan and direct Fisons' accounts. Details and advance copies of the shape-up-and-dance single will be available from Fisons representatives. Fisons Ltd, 12 Derby Road, Loughborough, Leics.

## ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Bt Breakfast Television		C4 Channel 4

Alberto Balsam:	All areas
Alberto VOS styling mousse:	All areas
Cidal soap:	Bt, C4
Cosifits:	All areas
Escapade bodyspray:	NE
Henna:	Ln, Lc, C4
Henara Henna:	C4 (Ln, M)
Kleenex Velvet:	Lc
Lady Grecian 2000:	Ln, Sc, U
Odor Eaters:	M, Lc, Y, NE, C4, (M, Lc, Y, NE)
Pond's cream:	All areas, C4
Sensodyne toothpaste:	All areas
Simple soap & skincare:	Bt
Sinutab:	Y, C4 (Y)
Temana Colourfresh	C4
Varta Energy 2000:	Ln, Y, Sc, U

Chemist & Druggist 2 June 1984



# MAXIMEYES

WITH EYE DEW.



Fashion-conscious young ladies prefer Eye Dew drops to any others. In fact Eye Dew, Blue & Clear from Optrex, are the best-selling eye drops with a vasoconstrictor in the UK, and are available only through chemists.

Throughout this summer a striking and highly contemporary new press campaign will address 15-34 year old females through the pages of a variety of leading women's magazines.

Overall, from June to September, 80% of the target audience will have the opportunity to see our advertisements more than five times. Capitaleyed by stocking up with Eye Dew now and you'll maximeyes on profits later.



# HAS LA CHANG





# DYLCARE ED?

When Ladycare was successfully launched two years ago, we said it with flowers.

On packaging, point-of-sale and in our advertising.

But two years is a long time in this dynamic, ever-changing market and during that time we've kept an eye on all aspects of Ladycare's development.

Research has helped confirm our belief that women have wholeheartedly accepted the concept of Ladycare.

It also tells us that it's time to take a fresh look at our packs, to keep up with the ever growing appeal of the brand.

# YES...

With their bright bold ■■■ graphics and clear informative wording we know that they will be even more eye-catching than before.

Our new Autumn advertising campaign will reflect this direct approach.

With whole page, full colour spaces in all the women's magazines that matter.

# AND NO.

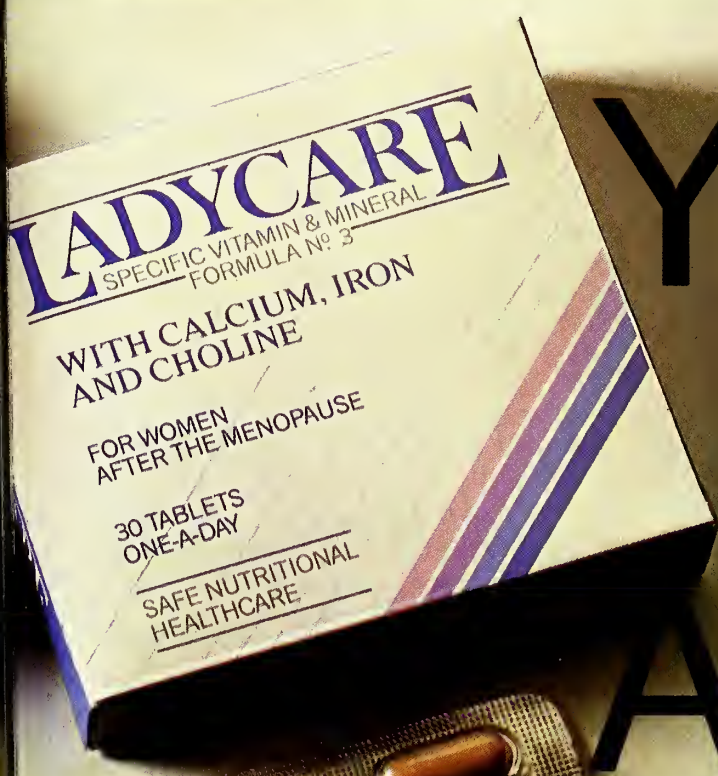
Experience however tells us that the product itself is just as it should be. (In fact women tell us that too - we have their letters to prove it!)

So we've left well alone.

The flowers may have gone but we think that Ladycare will simply continue to blossom and grow.

And we don't need research to tell you what that will mean.

For more information please contact your local Booker Health Products representative or wholesale supplier.





INTRODUCING

# NUSOFT

## The All-in-One that has it all!



£3.35  
RSP

£1.20  
RSP

NUSOFT	CURRY SNUGGERS	PAMPERS	UNICHEM
Elasticated leg	✓	✓	✓
One way liner	✓	✓	
Softer waterproof backing	✓	✓	
Contoured All-in-One with refastenable tape	✓		
Contoured shape for extra comfort	✓		
Extra absorbency where needed	✓	✓	
Lowest cost per change	✓		

A superior product yielding a much better profit.

Up to 41% mark up on introductory offer

See introductory prices in June/July MEMO

One day, all nappies will be made the Nusoft way.  
Available only from ICML Wholesalers



## Body spray test in Tyne Tees

Currently on-test in the Tyne Tees television region is a body spray from Shulton. Escapade comes in three fragrances — musk melange, morning mist and fleur romantique — and will be backed by television advertising in the region.

Commercials will run in the first three weeks of June and again in September. For POS, a display unit holds 18 of each fragrance and three testers (trade price £34.87). Retailing at £1.15, Escapade will be available at an introductory offer price of £0.99.

Body sprays are an area we have been watching closely for some years, says Graham Bailey, toiletries marketing manager. "While estimates for this year put the market worth at £16m, this launch is a natural development for us and is part of our major toiletries growth plan." Shulton (GB) Ltd, Shulton House, Alexandra Court, Wokingham, Berks.



## Sweet-less?

A.H. Robins consumer products division are now distributing a range of Smith Kendon confectionery to the chemist trade. This includes Travel Sweet mixed fruit, citrus fruit, barley sugar, blackcurrant and assorted mint (£0.73), Skels assorted fruit, blackcurrant, old English and peppermint, (£0.52), Altoids (£0.35) and S.K. lollipops (£0.06). A.H. Robins Co Ltd, Langhurst, Horsham, West Sussex RH13 5QP.

## C&G 'no added sugar' desserts

Cow & Gate are introducing "no added sugar" desserts to their range in jars.

Once on the market, says the company, 45 per cent of its green label desserts will have no added sugar.

Varieties include stage 1 and 2 fruit delight, apple and orange, apple and banana, and stage 2 pineapple. They are to be priced the same as existing stage 1 (£0.24½ rsp) and stage 2 (£0.27) desserts.

The new desserts will be advertised, as part of the company's total advertising for baby meals, in the second half of the year, says the company. A spend of £600,000 includes promotional literature, magazine advertising and sampling to 45 per cent of mothers through the Bounty weaning pack. The campaign is aimed at mothers and paramedics. Cow & Gate Ltd, Cow & Gate House, Trowbridge, Wilts BA14 8HZ.

## PRESCRIPTION SPECIALITIES

### Rimactane infusion

**Manufacturer** Ciba-Geigy Pharmaceuticals, Wimblehurst Road, Horsham, West Sussex RH12 4AB

**Description** 10ml vial containing 300mg rifampicin (red lyophilised powder) and accompanying 5ml ampoule of clear colourless solvent solution (water for injection + polysorbate 81)

**Indications** All forms of tuberculosis in patients unable to tolerate oral therapy

**Dosage** Should be used concurrently with other effective anti-tuberculous drugs. **Adults** 600mg by intravenous drip over two to three hours daily. Lower doses are recommended for small, frail or elderly patients. Patients with impaired renal function should not receive more than 8mg per kilogram body weight daily. **Oral dose** would be expected to be the same as that used for the infusion. **Children** see manufacturer's data sheet

**Contraindications, warnings, etc** As for other Rimactane preparations. See also manufacturer's data sheet

**Pharmaceutical precautions** Infusion should be freshly prepared. Vials should be protected from heat and light. It is compatible with the following for up to six hours: Mannitol 10 per cent and 20 per cent; Macrodex with saline solution;

Chemist & Druggist 2 June 1984

Macrodex with glucose solution; Rheomacrodex; sodium bicarbonate 1.4 per cent; laevulose 5 per cent and 10 per cent; Ringer lactate; Ringer acetate; dextrose 5 per cent and 10 per cent, and saline. It should be not be mixed with other drugs as a precipitate may be formed. Concurrent intravenous therapy should be given by another site

**Packs** 1 vial + 5ml solvent ampoule (£8.99 basic NHS)

**Supply restrictions** Prescription only  
**Issued** June 1984

### Triominic reformulated

Triominic tablets and syrup have been reformulated. The phenylpropanolamine content of the tablets has been reduced and mepyramine maleate has been removed from both.

Reformulated tablets are yellow and bear the product name. Each contains 25mg pheniramine maleate and 25mg phenylpropanolamine hydrochloride. The reformulated syrup is unchanged in taste and appearance. Each 5ml contains 12.5mg pheniramine maleate and 12.5mg phenylpropanolamine hydrochloride.

Packs of both products are flashed "Revised formulation," say Sandoz Products Ltd, PO Box Horsforth No 4, Calverley Lane, Horsforth, Leeds LS18 4RP.

### Minihep calcium Darts

Minihep calcium Darts are to be available from June 4.

They offer an alternative to those preferring calcium heparin over sodium heparin, say manufacturers Leo Laboratories. The Darts contain 5,000 units calcium heparin mucous in 0.5ml (no preservative) (50, £27.50 basic NHS). Indications, dosage etc, as for other Minihep preparations. Leo Laboratories Ltd, Longwick Road, Princes Risborough, Aylesbury, Bucks HP17 9RR.

## BRIEFS

### Alrheumat suppositories discontinued:

Due to production difficulties in Germany, Alrheumat suppositories have been discontinued. The tablet presentation is unaffected, say Bayer UK Ltd, Pharmaceutical Division, Bayer House, Strawberry Hill, Newbury, Berks.

**Tartrazine out of Lasikal:** With quinoline yellow replacing tartrazine in Lasikal the tablets will be slightly paler in colour. The change starts with batch 0284LMF, to be available this month, say Hoechst UK Ltd, pharmaceutical division, Hoechst House, Salisbury Road, Hounslow, Middx TW4 6JH.



# New dressings should be on Drug Tariff

**More of the new surgical dressings, at present being used in hospitals, should be included in the Drug Tariff so that patients in the community might also benefit from them.**

This view was put forward by Mr P.T. Burge, Smith & Nephew Ltd, at a multidisciplinary symposium on surgical dressings, held last week in Cambridge.

Because of NHS cuts, patients were being discharged from hospitals earlier and treated at home for post-operative wounds. But community nurses were unable to continue with the treatment given in hospital because they could not obtain the dressings.

Mr Burge said that manufacturers had great difficulty getting new dressings included in the Drug Tariff, usually because they were more expensive. But their advantages probably outweighed the costs. More rapid wound healing meant that fewer

dressings were needed and the patient returned to work sooner. The dressings needed changing less frequently, resulting in savings in nursing time.

He believed that these new products should be judged on their quality, safety and efficacy, rather than cost. Among the products that he felt should be available for prescription were some of the newer hydrogels and polymeric foams.

One member of the audience said that nurses, having worked out a suitable dressing technique for a patient, often fought to keep the patient in hospital because they knew that the technique would be abandoned on discharge and the patient

would have to be readmitted to hospital in a few weeks with a worsening condition.

Dr Shirley Ellis, East Anglian regional pharmaceutical officer, said that her region had set up a working party of nurses and pharmacists to look at the problem and decide what additional dressings were needed in the community. Having collected evidence, they could then put pressure on the Department of Health. Similar studies were being done in other regions.

Mr Ron Jackson, a Drug Tariff administrator, said that the Department has redefined dressings as they apply to the Drug Tariff and is laying down the policy by which dressings would be accepted; he felt that the latter would go some way towards letting the manufacturers know where they stood.

Primary and secondary dressings are now defined as: Wound management products used either in direct contact with damaged tissue (primary), or superimposed upon the contact material (secondary). Either type with physical or chemical properties, or both, which contribute to the healing process.

Stephar bv farmaceutische produkten



## SPECIALISTS IN PARALLEL IMPORT/EXPORT PHARMACEUTICALS

Under licence from the Dutch Health Authority

"We are pleased to learn that on June 6th licencing for parallel imports will be brought into line with a system which we have used in Holland for a number of years.

Consequently we wish to inform our U.K. clients that Stephar BV is undertaking to licence it's new range of P.I. Products in the U.K. With effect from 6th June 1984 Stephar BV will deliver to clients directly from our U.K. warehouse: thus avoiding delays and customs clearance costs to the pharmacist. Our office address remains unchanged."

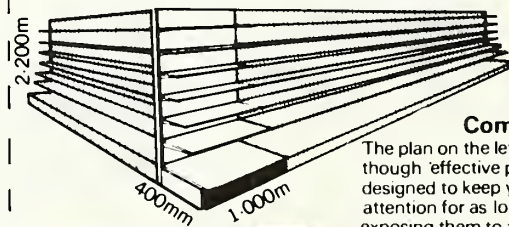
Marcel Hamilton will be pleased to answer your questions and send you our latest price list.

### STEPHAR B.V.

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Telex: 25542 Steph NL

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£32.03 extra)**

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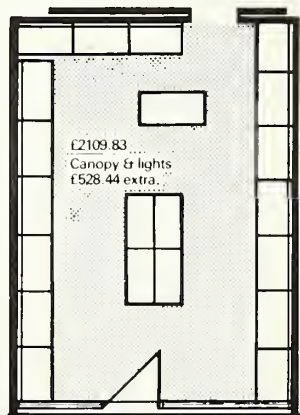
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Some products prescribed as drugs eg Debrisan, will now be classed as dressings.

Mr T D. Turner, director of the surgical dressings research unit, Welsh School of Pharmacy, believed the newer wound management products would eventually be subject to product licences and have to be approved by the Committee on Dental and Surgical Materials.

Earlier, explaining some of the work carried out in his unit, he said it was important that dressings complied not only with pharmacopoeial standards but with the performance expected by the user.

Pharmacists should check products right up to the point of patient contact because hospital storage conditions might be less than perfect. A hot radiator, for example, could affect the adhesive.

His researchers had found that acrylic adhesives were affected by hormonal changes in women, a factor that should be borne in mind following mastectomy when the psychological trauma was bad enough without the patient having to cope with the dressing falling off.

Mr Turner believed that product selection for hospitals should be done by knowledgeable people, including pharmacists, who were involved in the use of dressings at patient level.

### Future developments

Dressings of the future will be able to help wounds heal more quickly by influencing metabolic processes, predicted Dr R.M. Smith, Johnson & Johnson Ltd.

The technology was already available to provide a "changing biological cocktail" which, when applied to a wound, could affect different stages of healing. Factors could be added which, for example, promoted the migration of epithelial cells over the wound or influenced the production of collagen by fibroblasts. But before these products could be made available more clinical information was needed.

Dressings were becoming highly diverse in their construction, highly specialised in their function and more interactive in the healing process. One problem was how they should be monitored and controlled.

Dr Smith referred to a "triumph of creativity", the MIT Burnskin, that was being used in Shriner's burns unit, Massachusetts. It consisted of a silicon film with a layer of collagen and chondroitin sulphate that was placed next to the wound. This lower layer had similar composition to the dermis and eventually became part of it.

The silicon layer acted as a moisture barrier and gradually sloughed off. Work was being carried out to seed the interface with epidermal cells so that when the silicon sloughed off it would leave a layer of epidermis protecting the wound.

*Chemist & Druggist 2 June 1984*

## New rates for sick pay

Since April, 1984, new rates of statutory sick pay which an employer is obliged to pay as a minimum have been in force.

Accompanying the new rates, the wage bands which determine the amount of statutory sick pay have also been revised.

The new wage bands and rates are:

£33.99 or less...	No payment
£34 to £50.49...	£28.55 per week
£50.50 to £67.99...	£35.45 per week
£68 and more...	£42.45 per week

These rates are payable for up to eight weeks in any one tax year. You should note that any payments you make can be recovered from your employer's national insurance contributions by deduction, before these are remitted. If the contributions are not sufficient to meet what you have paid, you can make further deductions from PAYE remittance.

*Continued on page 1075*



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In three short years, Dermidex has established itself as a firm favourite for pharmacy recommendation. Its broad spectrum application against a wide variety of skin indications will be featured in the heavyweight Dermidex Advertising Campaign being run across the summer – the peak months for many skin problems.

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## —READY—

Charnwood Pharmaceuticals, a Fisons group company, have grown dramatically in recent years. Their range of standard tablet and liquid preparations combined with their strong wholesale connections provided the base for further growth.

## —STEADY—

Weddel Pharmaceuticals showed steady growth in the manufacture and marketing of injectable products. This expertise plus their strength in the hospital market made them the ideal partner in this expansion programme.

## —GO!—

The two companies are now one. We're called CP Pharmaceuticals. And with a million pound investment programme underway we aim to build our range of liquid and solid dose products.

At CP we offer a wide range of standard and branded products backed by strong wholesale distribution and technical support.

In all, a comprehensive service to both Hospital and Community Medicine.



# CP Pharmaceuticals

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Telephone: (0978) 61261 Telex: 61507 CPWREX G  
A Fisons plc Company  
incorporating Weddel and Charnwood Pharmaceuticals.



*Continued from page 1073.*

Remember that certain categories of staff are exempt from the scheme (eg those below the income limit, those over pension age, those who have already received eight weeks statutory sick pay in the course of a year. In these cases you have to hand to the employee a certificate which he or she can take to the Department of Health and Social Security since they may still be eligible for social security sickness benefit.

## Self-employed workers

There are many businesses which take people on to work for them on a self-employed basis. This is often a convenient arrangement from both points of view.

The employer does not have to bother with PAYE and all that involves — neither is he responsible for the person's national insurance contributions. Nor does the employer have to pay the employer's

contribution. He is also free from claims for unfair dismissal and redundancy.

The individual receives his payment gross and is responsible for his own tax. However, he can write off against the payment a large number of expenses that would not otherwise be allowed.

What is happening now is that the Inland Revenue is clamping down heavily on such arrangements where they feel that what is called self-employment is merely a cover for normal employer/employee relationship. Several hundred more tax officers have been allocated to this kind of work where tax evasion is suspected.

In a recent case the Inland Revenue were able to show quite clearly that someone who was being paid as self-employed was in reality an employee of the business concerned. Since the employee had long since gone, the employer was forced to pay up the tax and national insurance contributions that the "employee" should have been liable for and the employer had to pay back employer's contributions for the whole of the period of what was deemed to be employment. This

was quite a large sum of money.

No clear guidance is given as to whether a person is an employee or genuinely self-employed. The law says that where there is a contract for services then that is genuine self-employment. For example if you call in a plumber or an electrician to do a job of work on your premises for a sum of money, that would be self-employment.

However, a contract of service creates an employer/employee relationship

The Inland Revenue would see how much day-to-day control you exercise over the person's work, how regularly the person is employed and whether the person has other jobs to do for other people. If they are satisfied that you are merely calling that person self-employed, whereas in reality he is in the same position as an employee, then you are caught up in the tax net. That is why it is important, if you do have such a relationship with anyone, you should check on your position with your accountant who may advise inquiring of the Inland Revenue.

It is better to be safe than sorry and pay up regularly now rather than be faced with a massive bill later.

**These Australian made products have strong potential for the British market. The potential of good sales for the agent and as efficient, reliable products for the end user. They demonstrate the specialised skills and expertise of Australian manufacturers. Manufacturers whose products have proven their worth by their performance internationally. If you are interested in any of the listed products, please contact the Australian Trade Commissioner. He's the man who can help you with all details.**

### NEW OINTMENT FOR MANAGEMENT OF PSORIASIS

A recently developed non-steroidal ointment used in the management of Psoriasis is now available in the UK.

'Psorin' is a new formulation of psoriatic medicaments in a unique, high density emollient vanishing base. The active ingredients are Dithranol 0.16%, Salicylic acid 1.6% and crude coal tar 1%. Independent surveys indicate that efficacy and patient acceptability are high.

Psorin will be available from Thames Laboratories Ltd, and is being distributed by Farillon Ltd of Romford in 50g tubes.

### NEW HEALTH REMEDY

Thanks to Australian ingenuity and a remarkable ancient Chinese formula,

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Australian High Commission, Australia House, Strand, London WC2B 4LA.

Tel.: (01) 438 8000

Australian Consulate-General, Chatsworth House, Lever St., Manchester M1 2DL.

Tel.: (061) 236 9815

a new health product is being released onto the British market.

Two pharmacists — one Australian and one British — have joined forces to form a company called C-Life Ltd to import a natural food supplement from Australia and distribute it in this country. The product, C-Cure, consists of specially selected varieties of sea cucumber and sea plant.

### SAFETY HAIR CUTTER

An Australian company is seeking a UK distributor for a 'four in one' safety hair cutter. The device is a simple hair cutting aid consisting of two safety blades enclosed in plastic with four combs, each clearly marked according to function: Cut; trim; groom or shave.

### HAIR BAND

The Rap Band is a hair band with a difference — it adjusts to fit any size, and clips neatly together, holding the hair firmly in place.

Over 350 million units were sold in the USA from 1979-1982, proving the product has a high turnover, with a large profit margin.

The Rap Band comes in five colourways, and each band is packaged in attractive point of sale housing.



## Prescribe Octanorm A case for health and beauty

A new, exciting range of counters, show-cases and wall units – **Newline Octanorm** – is now available in rounded and angular profiles from RT Display Systems Ltd.

A strong, flexible system, it is available glass fronted (or all glass), with or without shelves, illuminated, with hinged or sliding doors, and many other variations. Pictured here are just two examples of units with laminated infill panels.

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# Would bi-annual be better?

**There's to be no chemist shop at Shopex this year, and even the organisers admit there will be "nothing dramatically new" on show. But the exhibition does have the largest-ever number of foreign firms, and offers a rare chance to hear Sir John Sainsbury's views on retailing straight from the horse's mouth.**

Triton were offered the chance to again fit-out a mock pharmacy for the Shopex "High Street," but turned it down.

"It wasn't that we were unhappy with the interest shown last year," explains company secretary Andrew Garner. "But that did represent quite a major investment for us. We decided the company should restrict itself to one major showing every two or three years, and 'sit-out' the time in between".

Accordingly, Triton will be at Shopex '84, but with only a small stand away from the centre of the hall.

Andrew Garner's point is echoed by John Hilditch, a director at Dollar Rae. They don't use Shopex at all, preferring to concentrate resources on other forms of marketing. And they've long argued that it's a mistake to hold the show every year.

"There does tend to be a great deal of repetition at an annual exhibition," he says. "People often have nothing new to show. We would argue for a move towards the European trend, where shows tend to be held once every few years — it gives the companies time to come up with new ideas.

"We prefer to use real shops which we've fitted-out as our showcase, and we find advertising and direct mail more cost-efficient in getting our message across.

"Remember, also, that we're a specialist

## YOU CAN MAKE WORTHWHILE PROFITS EVEN IN TODAY'S COMPETITIVE MARKET.

### Our clients' results prove it.

We've laid the foundation for new business growth and higher profits for many, many retail chemists throughout the length and breadth of the UK — from large cities to small towns and rural communities, from prosperous zones to high unemployment areas.

We've shown all kinds of retail chemists how to make the most profitable impact on their local market. We've designed and redesigned pharmacies that capture a bigger market share.

Apart from business success, what do Dollar Rae clients have in common? For one thing, they have all taken a serious objective look at their business. For another, they've allowed us to help identify, develop and present their strengths to achieve more effective market communication.

It's not a hit-or-miss exercise. It follows systematically from the Dollar Rae approach — analytical, painstaking, purposeful and creative. Our shops are designed for sales success — by professionals for professionals.

Our pharmacy track record says it all. If you're seeking more profitable pharmacy performance, can you afford to ignore it? To tap our knowledge and experience, send the completed coupon today for the Dollar Rae Retail Pharmacy Portfolio.

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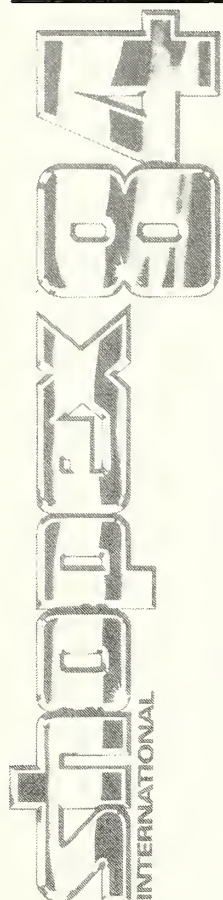
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17 Haggis Road Glasgow G11 4AR  
Telephone 041 649 9331  
Telex 779394  
CD684





company, who concentrate on one or two specific retail trades. The main one of these is pharmacy, and with a general exhibition such as Shopex, the number of pharmacists attending is very small in percentage terms."

Replying to these criticisms, Bernard Walsh — operations director for Shopex organisers Westbourne Exhibitions — points out that companies are not forced to put in an appearance every year, but that at least they're given the opportunity to do so if they wish.

"Many companies do come in or duck out on the strength of whether they've got anything to say or not," he admits, "and, of course, there's nothing wrong with that. There are also those companies who like to show their face every year, if only to keep their name in front of people."

"We've been well-supported for 20 years now, and I think that proves there is demand for an annual show."

### Beanstalk missing.

One company which has decided to duck out this year, and whose absence is bound to leave a sizeable hole, is Beanstalk — though they stress this is no reflection on the exhibition itself.

With a completely new range to show off

(Profile A; C&D March 17 p526), the company say they'd need all of Olympia to put their message across! Instead they've plumped for redesigning their branch showrooms and head office in Chichester.

"Unfortunately, Shopex '84 just wasn't able to offer us the flexibility in terms of space and time which we need at the moment," says marketing manager Sharon South. "But who knows what we'll be doing in 1985."

### Old favourites.

Even without a pharmacy, the Shopex High Street — which this year takes the form of a precinct — should be worth a look. The six shops featured include CTN, grocery, fashion and hi-fi outlets. There's also a bistro area.

Another old favourite, the retailer advice forum, also puts in an appearance. Back by popular demand are the men from Customs & Excise, ready to help unravel the darker secrets of VAT. Visitors to last year's Shopex will remember the crowd attracted by this stand.

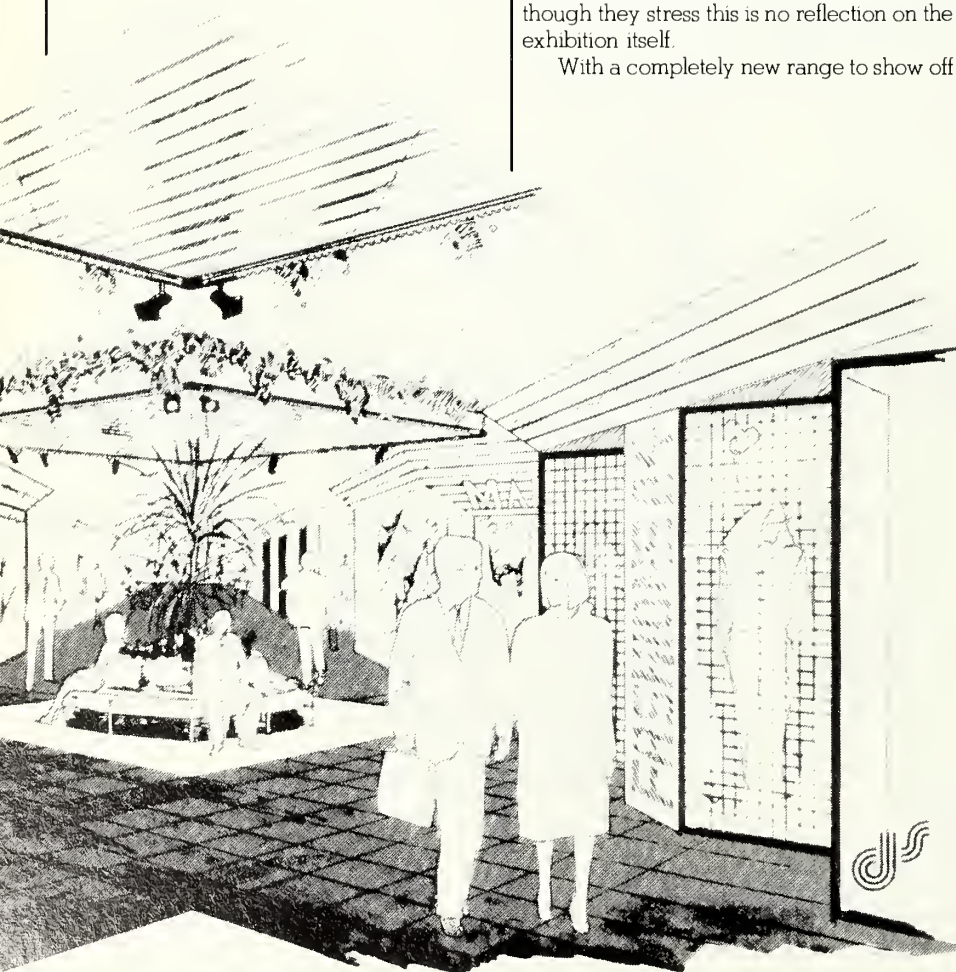
The exhibition will be officially opened on June 11 by Sir John Sainsbury. Westbourne's Bernard Walsh is more than happy with this choice. "He's a well known-figure, with a certain amount of pulling power, but he doesn't often come out of his lair," he explains.

Someone at Westbourne has obviously used all their charm, however, as Sir John has also agreed to speak at the opening ceremony, and attend a lunch with what Bernard Walsh calls "a gaggle of senior industry figures" later that morning.

Although there will be few completely new systems on display, Westbourne detect several more subtle changes. Bente Sorensen, one of the organisers, explains: "I think the small-to-medium retailer is becoming interested in projecting a consistent corporate image — co-ordinating colours throughout the shop for example. Many of the systems on show have been improved or extended since last year, and there's also a wider choice of colours in many areas."

The number of companies exhibiting electronic point of sale equipment is something else new about Shopex '84. This year, the equipment will appear scattered throughout Olympia, on individual company stands. However, Westbourne feel the time is ripe for smaller independents to be looking at these systems, and there are already plans for a special EPoS area in 1985.

"I believe Shopex can offer a wider audience than an EPoS-only exhibition" says Bernard Walsh. "People who come to Shopex may not make the effort for a specialised show".





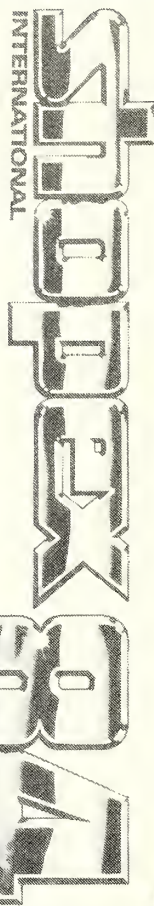
## From Panelslot lighting to self sign-writing

**Butler Design** give four new products their first showing — Superline 600 a flexible free-standing merchandiser range, the Strada II and Panelslot lighting systems and their 581 scanning checkout. **Arrow Wire Products** promise an extended range and "many new products"... **3M** add a tag monitoring system which they say could cost the independent as little as £20 a week... First time visitors include Sweden's **Exporama**, **Ward Lester** with their instant sign-writing kits, shopfitters **Montan** and the new T-Mesh system from **Point of Sale Plus**... **Selflok** are showing their standard range, but introduce a new mascot — the Selflok Elf... **Harte Group** have two new collections of aluminium showcases... **Cube Arts** boast a newly-introduced transparent look... **Artform**

offer a polystyrene pegboard system and a rotating price display called Rateboard... New price display at POS from **Falconcraft**... **Hallon's** Twister is a ceiling fitting with hook display. **Barshop** have additions to their Astore range, complete with pharmacy display.



Good advice from Ward Lester



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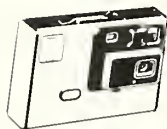
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CD62



## Kodak take a chemist snap-shot



Over the past five years the amount of photo business going through the independent retail chemist has, unfortunately, fallen. In 1978 independent chemists were handling 28 per cent of all colour negative films; by 1983 this had fallen to 19 per cent. D&P was 24 per cent in 1978 and is now 13 per cent. Sales of easyload cameras were even worse — 8 per cent five years ago, now down to 3 per cent.

The reason why independent pharmacies are losing out in the photographic market are many and varied. Pharmacy owners and managers are probably only too well aware of them. So let us briefly take stock of the situation and then see what can be done to improve it.

In the past few years there have been dramatic changes in the pattern of retail photography, greater perhaps than in other retail sectors. Quite apart from the powerful retail chains that have taken an increasing interest in this market, traditional photographic retailers have seen the emergence of mail order photofinishers offering cut-price D&P and free film, or cut price film, and more recently D&P shops — either privately owned mini labs or the products of vertically integrated photofinishers.

All these developments have taken a share away from where photography originally started. However, all is not lost. The decline in the number of community pharmacies has not only been arrested, but has been reversed and, of course, individual units are larger and more professionally run than ever before. Significantly, our figures show most of the decline we saw in the past five years occurred up to 1982 and the situation seems to have plateaued since then. Perhaps we can say with hope, and maybe some certainty, that the worst is over.

### Backing the chemist



You might ask why Kodak should care who sells their products providing they are made available to the public. Actually we do care. Originally Kodak products were offered to the community pharmacist because of the technical nature of cameras, films and D&P, and the level of expertise required to serve the needs of the amateur photographer. The professional training of the pharmacist and the high ethical standards of his business clearly identified him as a major outlet for the products.

Recently we conducted a purchase observation study in a number of different types of retail outlets, and it is interesting to note consumers' reasons for choosing a particular shop for their film purchase.

**The rise and fall of the photographic chemist is charted by Len Capp, Kodak's consumer sales manager. However, he says the worst of the decline may be over and suggests some non-too painful remedies to aid his revival.**

Independent retail chemists achieved 22 per cent for "good/personal service" compared with 12 per cent for all other outlets, and 22 per cent for "helpful/experienced staff" compared with 13 per cent for other outlets. Incidentally, 30 per cent of those interviewed said they would definitely bring their film back to the chemist for processing — this against all others 19 per cent. This seems clear evidence of the high regard people have for their local pharmacy.

### Capitalise on strengths



What can be done to ensure no further erosion of your share of the consumer photographic market which so closely matches the profile of your overall business? Firstly, of course, capitalise on your strengths. Women are the prime purchasers of film, D&P and snapshot cameras, and children, particularly babies and toddlers, are the main subjects for amateur picture taking, and yours is the shop that most women, particularly young mothers, visit frequently.

Assuming that you are situated in an area that cannot support a separate specialist photo department, then here are one or two suggestions. Photography peaks during the summer months and again at Christmas; maximise your opportunities during these periods. Major on film and D&P during June, July and August, (September for D&P), and again in December (January for D&P).

Film is *not* particularly price sensitive but is an impulse purchase. Instead of cutting the price, why not bring film out on open display. It is an interesting fact that assuming the sales increase is the same, cutting price by 10 per cent costs the same as losing 10 per cent from pilferage. It is my belief that self-selection at full price will sell even more film than price cutting — and remember the average losses from pilferage

of all retail products is only 2 per cent.

Open displays allow you to take full advantage of film multipacks. If you get the subsequent D&P the order is twice the value! You should position film close to related products such as the baby or suntan preparations.

Even though you may not sell vast quantities of cameras, I would suggest you include a few snapshot models in your window display; there is nothing like a camera display to bring customers in for film and D&P! Camera stocks indicate knowledge and experience in photography which gives consumers confidence to buy photographic products from you. Easyload Kodak disc cameras are designed with your customers in mind.

Finally, to revert back to the purchase observation study again, only 4 per cent of your customers said they bought film from you because of competitive price, against 20 per cent for all others. If everyone tries to compete purely on price then a lot of businesses could go to the wall. There are much better ways to build up your photo business, and with your existing profile of good personal service and helpful staff you can also add high quality merchandise.

### 'Footfall' message



For the benefit of individual photofinishers and to encourage high standards in the industry we monitor the photo finishing quality of participating photofinishers and advise them how to maintain high quality standards. I would strongly recommend that you feature the Kodak Monitoring Service symbol if your photofinisher participates in this scheme.

High traffic flow, or footfall, is the prime objective of all retailers. Your photo area is better at providing traffic flow than any other product group in your over-the-counter business. Remember the three call line: Your customer buys a film from you — first call: exposes it and returns it for processing — second call: returns to collect the D&P — third call. Three visits to your shop as a direct result of a wish to take pictures. Each visit a profitable one for the prime purchase. How many other impulse purchases are made each time your customer walks through your open displays?

A large number of sales of over-the-counter lines enjoyed by independent chemists are now under pressure from multiple chain stores, particularly grocers. Photography is not generally sold in the supermarket-type stores, and a review of the prominence given to photography in your shop could pay dividends by replacing turnover lost on other lines.

*Chemist & Druggist 2 June 1984*



## OTC market 'static' warns PAGB

**People are still relying on the NHS for treatment of minor illnesses, and the non-prescription medicines market is static and even declining, says the Proprietary Association of Great Britain in its annual report, and lays the blame on the high proportion of exempt prescriptions.**

Yet this is despite Government and health professionals placing more emphasis on personal responsibility for health, says PAGB president Mr L. Finucane. However, he goes on: "Evidence of increased interest in a healthy lifestyle has captured the attention of the health professionals, particularly pharmacists, who have noted that this interest will undoubtedly engender a questioning public."

The size of the proprietary medicines industry is dependent on the number of symptoms within the community, and since 1979 the market has remained virtually static, says the report (see table). This could be because increased public interest in health matters may be resulting in fewer symptoms, but "more importantly the very high proportion of prescriptions exempt from charges (currently around 75 per cent) means that people who might have considered self-medication are still continuing to obtain treatment for minor ailments through the NHS."

Any growth in the non-prescription medicines market must be generated by increased self-management of minor illnesses, the report says. Out of 359.4 million prescriptions written in 1981, 73 million (just over 20 per cent) were issued

for possible minor complaints.

Prescriptions issued for antacids, laxatives, minor analgesics, expectorants and cough suppressants, and vitamin preparations totalled some 51.6 million and cost £84.5m in 1982 (OHE figures).

To control these costs health authorities in Ireland and Holland have set up "negative lists," restricting those products, when prescribed, from being reimbursed, the report notes. Should the public decide to opt for self-treatment there must be effective non-prescription medicines available. Moves to provide these by de-listing prescription medicines Mr Finucane finds encouraging.

Currently de-listing requires an amendment to the POM Order. Such public consultation is against the commercial interests of the manufacturer seeking the change, a fact recognised by the Medicines Commission. The PAGB maintains the licence application route is the most favourable method of change.

At the annual meeting Mr Finucane (Menley & James Laboratories) was re-elected president, Drs J.B. Spooner (Sterling Health) and W.D. Walsh (Reckitt & Colman) re-elected vice-presidents and Mr R.J. Pascall (Arun Products) as treasurer. Care Laboratories, Ciba Consumer Pharmaceuticals and Napp Laboratories were elected into membership during the year and Lindsey Dale Proprietaries Leagas Delaney and Zetland Ltd into associate membership.

Non-prescription medicines through pharmacy outlets.

	Volume Index	Value Index	Inflation Index	Value Index Inflation Adjusted (real value)
1979	100	100	100	100
1980	97	113	118	96
1981	94	126	132	95
1982	97	144	143	101
1983	94	155	146	106

Source: Industry estimates.

## S. Africans to advertise role

**South African pharmacists look set to copy the National Pharmaceutical Association in launching an advertising campaign to promote their image.**

"For some time now it has been abundantly clear to many pharmacists that the image, awareness and the role of retail pharmacy in the eyes of the consumer is far from what those in the profession would like to see," says last month's *SA Pharmaceutical Journal*.

The Pharmaceutical Society of South Africa and a number of other organisations have set out to "formulate a strategy whereby a professional campaign be directed to the consumer with the express objective of upgrading the image of pharmacy and increasing pharmacy store traffic."

Three advertising agencies have been briefed to come forward with a campaign strategy.

Meetings are to be held countrywide to explain to pharmacists what the campaign is about, and their role in it.

## Classification of disease

**The Royal College of General Practitioners has expanded its classification of diseases to make it compatible with the international classification and to make it suitable for computerisation in general practice.**

The classification is printed in both code and alphabetical orders. A substantial number of codes have been added to give extra precision to diagnosis and enable life events to be recorded, the College says.

The new classification is probably the most sophisticated in the world for use in primary care, it is claimed, and available in computer form is likely to become the national standard in the UK.

"Classification of Disease, problems and procedures 1984, occasional paper 26". £4.75 (inc postage) from *Publications Sales Office, RCGP, 8 Queen Street, Edinburgh EH2 1JE*.

■ In January, chemists and appliance suppliers in Northern Ireland, dispensed 11,132,142 prescriptions (6,866,583 forms) at a gross cost of £51,440,430.37, with an average cost of £4.51 each.



Planting the first of 10,000 trees to be donated by L'Oreal are (right) Viscount Astor and L'Oreal managing director Reinfried Spazier. The ceremony which took place at Cliveden Hanging Woods, marks the start of the "Plant a tree" scheme launched via the Frequence shampoo range.



## Misleading tract...

I read with interest the recent article on "Diseases of the lower GI tract," by Dr N.D. Harris and Mr R.J. Greene (*C&D*, May 5). I would however, on the basis of our experience in this field, like to point out a number of items in the text which we feel could be misleading to your readers.

The role of topical steroids in the management of ulcerative colitis is completely underestimated. After oral sulphasalazine, such products are the most widely used in the management of the condition, though the authors quote merely that "some patients benefit from topical steroids, azathioprine and a milk-restricted diet."

Haemorrhoids is a condition relating to the anal canal — not to the rectum. The authors have totally ignored Thomson's work (*Br. J. Surg* 62 (1975) 542-552) which suggests that haemorrhoids are in fact due to the prolapse of "anal cushions" and have nothing whatsoever to do with varicose veins.

Mr Hamish Thomson is a world authority on ano-rectal disorders and is currently a consultant surgeon in Gloucester. Thomson's work is the result of the most extensive investigation of ano-rectal anatomy ever undertaken, and is gaining increasing acceptance within the medical profession. Thomson suggests that the "varicose vein theory" is highly suspect on a number of counts:-

□ It does not explain why, if high pressure states are the cause, haemorrhoid patients frequently only have "varicosities" in the haemorrhoidal plexus — not in the more likely site of the legs.

□ Most haemorrhoid patients show no evidence of portal hypertension, and in patients with portal hypertension the varicosities that sometimes develop in the haemorrhoidal plexus are anatomically quite different to classical haemorrhoids.

□ Haemorrhoids frequently affect only a part of the haemorrhoidal plexi — if high pressure is the cause all should be equally affected.

□ Finally, Thomson has shown quite clearly that the supposed "primary abnormality" in the varicose vein theory of haemorrhoids — the venous dilations — are normal structures present in all people and at all ages.

The weight of evidence is therefore strongly against the "varicose vein theory."

Our product, Proctofoam HC, was omitted from the list of products used in the treatment of haemorrhoids despite the fact that it is, in percentage terms, the second fastest growing product in the category,

and has larger sales than Anacal, Betnovate rectal ointment, Uniroid and Alcos-Anal, all of which received a mention.

**Ken Vivian**

Senior product manager  
Stafford-Miller Ltd

**Dr Harris and Mr Greene reply:** In an article of this nature information is very compressed and it is not practicable to give the full discussion that might be desirable. Topical steroids certainly have a place in the management of ulcerative colitis, particularly in the treatment of mild disease and following acute exacerbations and we can appreciate that Mr Vivian feels that his company's products were given insufficient prominence. However, in one large NHS region with approximately 2,500 patients, the usage of Colifoam represents only some 10 per cent of all topical steroid usage for ulcerative colitis.

On the question of haemorrhoids, the orthodox medical view is that haemorrhoids are varicosities of the veins in that area and that internal haemorrhoids lie in the rectum just above the pectinate line which marks the upper limit of the anal canal, though they may extend into the latter (see, eg, Merck Manual, Dorland's Illustrated Medical Dictionary). Although we find Mr Hamish Thomson's theories interesting and persuasive, it seemed reasonable to accept the orthodox viewpoint in an article of this kind, since the theories do not effect current medical management. The omission of Proctofoam HC from the list of products for the treatment of haemorrhoids was an oversight.

## Rounding on the election

Now that the Council election results have been published, it is perhaps instructive to attempt to analyse them and to draw some conclusions from the outcome. Firstly, it is sad that once more the number of members participating has again fallen, and at a time when there was an almost unprecedented choice of candidates.

Secondly, despite that wide choice, and bearing in mind the rumblings of discontent, four out of five of the Council members standing for re-election were in fact re-elected, showing clearly that the existing Council is broadly supported by the membership. A vote of confidence in the establishment must come as a surprise to many at this time.

Thirdly, none of those candidates (including myself) who wished for more action to stem the tide of pharmacy ownership away from the profession, received sufficient support to be elected.

We must now assume that Ashwin Tanna's campaign, bravely fought, is near an end. I am personally saddened by this conculsion and fearful for the commercial future of the profession. However, we must accept from the result that a majority of the profession is happy to permit pharmaceutical practice ownership to flow into other hands. My only consolation is that the issue has been fought and lost through the ballot box. Not to have fought the issue would have been a betrayal of the Special General Meeting and an abandonment of principles.

Finally, of those three newcomers elected, two stood apparently on behalf of an "action group," the precise nature and policies of which remain to be revealed. They have no doubt attracted what "protest vote" there was, and while wishing them well, it is perhaps ironic that, while espousing the view that the membership should "stand up and vote", their success was founded on a somewhat smaller turnout than last year.

I am on record as describing the 1984 Council election as a watershed. I believe that view has been fully vindicated, perhaps as much as for what the election did not do, as for what it did.

**Nicholas Wood**  
Ingatestone, Essex.

## Not defeated, fighting on

Although defeated in the recent election for the Society's Council, I would still like to thank all those who voted for me. Also, the defeat of my colleagues does not mean the defeat of the concept that ownership and control of our profession should be by pharmacists.

Hundreds and perhaps thousands of pharmacists in the UK believe it. The struggle to achieve it has only just begun. If this concept can unite the profession, then victory will be ours in the foreseeable future.

**Dengar Evans**  
Cardiff

## Thank you

I would be grateful if you would spare me space to thank the many people who voted for me and elected me to Council. May I say to them that I will do my best in the course of the next three years to justify their confidence in me.

**J.M. Brunt**  
Thetford, Norfolk

*Continued on p1086*

*Chemist & Druggist 2 June 1984*



# Boots look to grow through acquisition

**Boots the Chemist saw real sales growth of 4.5 per cent in the year to March 31. Trading profits rose 13.3 per cent.**

Turnover in the retail division was up £124.2m at £1,603.1m, allowing pre-tax profits to rise £14.6m to £99.2m. This includes an extraordinary profit of £12.8m from disposal of unwanted units of the old Timothy Whites chain. Non-prescription sales were increased by 6.5 per cent.

Clawback cost the company £6m.

Retailing in Canada showed a small profit, but the cost of establishing new shops in France offset earnings there.

The group as a whole made £165.1m (£140.1m) on sales of £1,832.8m (£1,670.0m). Chairman Peter Main says Boots will now look for further growth through acquisition. "Both divisions face a year of challenge and opportunity" he goes on.

# Unichem pledge on profit-share

**Unichem's profit-sharing scheme for members will "always continue" — even if wholesale margins are again cut back by the Government. Chairman Norman Sampson made this pledge to the society's annual general meeting last week.**

He believes the Government intends to remove what it sees as excess money in the system by eliminating ethical discounting. "But whatever the magnitude of the cut, our shareholder members will still enjoy profit-sharing — the one unique advantage Unichem has over all its competitors".

Mr Sampson believes that whatever new margins eventually emerge will still allow efficient wholesalers to make reasonable profits. In 1983, he said, average profit-share per member was over £5,000.

"The country needs a strong sector of independent pharmacy — and independent pharmacy needs a strong Unichem".

Mr Sampson welcomed the parallel imports legislation now before Parliament "It is with a sigh of considerable relief that we see the industry's reputation safeguarded from garage storeroom and car-boot distribution tactics."

Pharmacists who have succumbed to the temptation of additional short-term gain had put their professionalism into question with both their colleagues and the public.

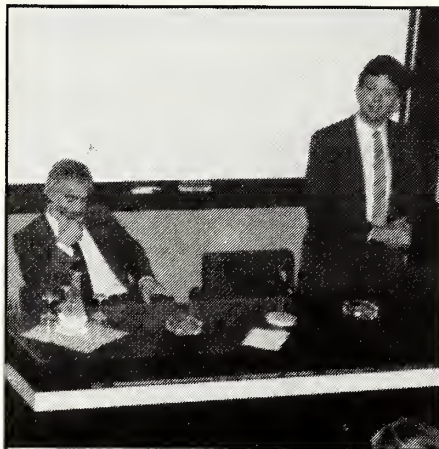
# USDAW attack Daily Mail

**Shopworkers' union USDAW has accused the Daily Mail of trying to pressurise the shop hours committee into abolishing restrictions on late night and Sunday trading.**

Last week a *Mail* story claimed the committee's report would recommend opening from 8.00am till 9.00pm, and all day Sunday. USDAW deputy general secretary John Flood claims the story is untrue, and says it would be "monstrous" if official reports were to be leaked to the Press before Government saw them.

accidental." He told *C&D* the packs were not designed as a copy, but in accordance with Toiletry Sales' own research.

I accept they're similar in colour" he says, "but there's no copyright on colour."



Customers of Numark Wholesaler E.H. Butler enjoyed a Spring seminar and lunch at Fisons in Loughborough. Main speaker was ICML managing director Arthur Trotman, who told members their strength as independent retailers lay in providing a personal service. One member of his audience, who had attended Numark's very first recruitment meeting, admitted he had never thought the group would get off the ground. "I have an apology to make" he said, "you are to be congratulated." Speaking here is Butler's sales manager David Humphreys.

# TSL defend 'similar' packs

**Toiletry Sale managing director David Barraclough has denied a Marketing Week story claiming his company are deliberately imitating Johnson & Johnson and Biro Bic packaging.**

Toiletry Sales' imported plasters are packaged with a red, white and blue stripe across the box. Their Econo Shave disposable razor use the same colours as Biro Bic.

Mr Barraclough is quoted in *Marketing Week* as saying the similarities are "not

# £3.9m trust for training

**The £3.9m left in the Distributive Industries Training Board kitty when it was wound-up last March is to be used to set up a charitable trust.**

Fourteen trustees have been appointed by the Manpower Services Commission. They include representatives of the Co-operative Union, the Voluntary Group Association, the National Chamber of Trade and USDAW. H. Spaffard of the British Retailers Association is temporary chairman. No decisions on policy have yet been reached.

**Hair Problems!**  
**PIL-FOOD**  
**the 'stock' answer**

The Swiss Biological Formula that feeds the hair from within, helps improve its general condition.  
Good for nails too!

**100 PIL-FOOD CAPSULES**

RRP  
**£15.94**

ORDER FROM  
YOUR ETHICAL  
SUPPLIER (GSL)

Put them on your shelf next to PHARMATON



## TV shopping extended

**The old and disabled of Gateshead now have the chance to buy 300 chemists' lines direct from their home.**

This has been made possible by an £80,000 extension of the town's experimental television shopping scheme.

The scheme offers 1,350 product categories from the local Tesco — including 300 from Steven & Keith, the in-store pharmacy there. Details of goods appear on a television screen, and orders can be placed via a terminal and the telephone lines. Products chosen are later delivered by Manpower Services Commission recruits.

Previously order terminals appeared only in central buying points, such as libraries and community centres, but the loan of an £80,000 videotex system from Rediffusion has made it possible to place order facilities in individual homes.



Boots have chosen the Hugin Alpha 4200 as their new electronic cash register after looking at systems offered by some 14 suppliers. The company has appointed Hugin as sole suppliers for their 1984/85 requirements. A "substantial" order has been placed for installation before March 1985 — deliveries are expected to commence this month, say Hugin. Boots currently have over 10,000 NCR, Sweda and Gross cash registers in their branches.

## Tampax become Tambrands

Tampax have changed their name to Tambrands. They say the change is designed to reflect diversification in the range of products they market throughout the world. UK business arrangements remain unchanged.

## BRIEFS

The Government has reduced its backing for the **Loan Guarantee Scheme**. The guaranteed portion of loans falls from 80 per cent to 70 per cent. Premiums payable on a reducing balance of the amount guaranteed rise from 3 to 5 per cent. Healthcare remains an area excluded from the scheme.

## COMING EVENTS

### 10th birthday in Monte Carlo

Vantage are to celebrate their 10th anniversary in Monte Carlo, next year.

The company has chosen the Loews Hotel complex on the waterfront for its convention, to be held March 28-31.

Prices start below £250 from Heathrow. The 250 places are expected to be filled early once booking forms and details are sent to the 1,900 Vantage members in a few week's time, says the company. Information from *Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PG*.

### London Baby Show

The London Baby Show is to be held at the Nova Hotel (Hammersmith Cunard), Hammersmith Broadway, London, April 26-28 next year.

The organisers hope to have experts covering all aspects of babies from when they are first thought of, through delivery, to the first day at school: food, medical, insurance, safety, toy, baby and nursery equipment and investment firms are being asked to participate.

Exhibition space will cost £75 per square metre. Trade inquiries and booking forms from *Jacquetta Pease, 20 Gerard Road, London SW13*.

### Making the most of less

Macfarlane Conferences have organised a one-day workshop on "The new age of pharmaceutical marketing — maximising the effectiveness of reduced promotional budgets."

It is to be held at the Portman Hotel, London W1, on July 3. Topics include: "The DHSS promotional formula for the pharmaceutical industry," "Efficient use of journal advertising," and "Expenditure outside PPRS."

Fees: £166.75 inclusive of VAT per delegate (£143.75 per delegate for companies sending three or more). Applications to *Macfarlane Conferences Ltd, Mappin House, 156 Oxford Street, London W1N 7AR*.

### Support course

Pharmacists and their assistants are being offered courses on supply and fitting of elastic hosiery by Credenhill.

The course, tailored to the requirements of the participants, can be held at any venue in the UK, says the company.

Details from *Barbara Grove, Credenhill Ltd, 214 Queens Road, Beeston, Nottingham NG9 2DB (tel 0602 225913)*.

**Tuesday, June 5**

**National Pharmaceutical Association, Area 14.** The Pines Hotel, Preston Road (A6), Clayton-le-Woods, Preston (2 miles from exit 29 of M6), at 7.30pm. Dinner. Speakers: Mr Tim Astill, NPA director on "Troubled times," and a representative from Vestric on "Current wholesaling policy." Cost £6, application to Alan Facer, 66 Liverpool Road, Longton, Preston, Lancs PR4 5PB.

**Thursday, June 7**

**Weald of Kent Branch, Pharmaceutical Society.** Postgraduate centre, Kent and Sussex Hospital, Tunbridge Wells, Kent, at 8pm. Dr Joe Meyer, consultant paediatrician, on "Prescribing for the very young," with particular reference to counterprescribing.

**Advance information**

**Agricultural and Veterinary Pharmacists Group, Pharmaceutical Society.** Royal Agricultural College, Cirencester, Thursday, June 21, at 12 midday. Includes conducted tour of farms and cereal centre. Fee £4 including VAT. Application by June 14 to Mr R.E. Marshall, Pharmaceutical Society, 1 Lambeth High Street, London SE1 7JN.

**United Kingdom Clinical Pharmacy Association.** Bristol, on Thursday, June 14. Workshop on "Haematological tests." Information from Miss C.M. Clark, principal pharmacist, University Hospital of Wales, Heath Park, Cardiff CF4 4XW (tel 0222 755944, ext 2988).

**United Kingdom Clinical Pharmacy Association.** Manchester, on Thursday, June 21. Workshop on "Liver and renal function." Information from Miss C.M. Clark, principal pharmacist (clinical services), Hope Hospital, Eccles Old Road, Salford M6 8HD (tel 061-789 7373, ext 46).

**Agricultural and Veterinary Pharmacists Group, Pharmaceutical Society.** Livermead Cliff Hotel, Torquay, Devon. October 13 and 14. Annual weekend. Topics to include dairy hygiene, animal nutrition and health and Merchant's Code. Further information to follow.



## Retail sales rebound to record level

**Renewed buoyancy in consumer spending is indicated in official preliminary estimates of retail sales in April. This is welcome news for the Government at a time when economic prospects have been clouded by the increase in interest rates in the United States and Britain.**

The provisional seasonally-adjusted index of the volume of retail sales reached a record 112.3 (1980=100) in April — nearly 3½ per cent higher than the average for the first three months of the year, and 4.8 per cent higher than in April 1983. The unexpectedly sharp rise following March's somewhat sluggish figures, confirms the suggestion in the latest CBI/FT survey of the distributive trades that the disappointing results in the first quarter were erratically low, and allays fears that the consumer boom had run its course.

Most retailers are optimistic about the continuing buoyancy although there is concern that consumer confidence could eventually be shaken by higher interest rates.

### Chemists' sales recover

Following December's record level, the value of sales by chemists (excluding NHS receipts) in January and February fell to levels only 4 per cent higher than a year earlier. March, however, saw a 7 per cent increase reaching 123 (1980=100).

Consumer spending on chemists' goods has been flat during recent years, with toiletries and perfumery showing particular weakness. Staniland Hall Associates in their latest *Consumer Spending Forecasts* expect the beginnings of a recovery in this sector as more discretionary income becomes available. They forecast the value of sales at current prices will increase by an annual average of 1.9 per cent from 1982 level of £2,306m during the six-year period to 1988.

Staniland Hall also predict that, with a slight easing in the rate of increase of average earnings from the present underlying 7¼ per cent and a slowing in productivity growth, inflation will edge up from 5 per cent to 6 per cent in the first quarter of next year.

Meanwhile, despite City hopes of a slight fall, the annual inflation rate in April was unchanged at 5.2 per cent, renewing the Government's confidence in a 4½ per cent rate by the end of the year. The upward trend in medicine and toiletry price rises, which started in January, continued in

April to reach a 6.3 per cent annual rate.

The increase in the cost of industry's fuels and materials over the 12-month period to April rose to 8.6 per cent from 6.9 per cent in the year to March. The rise, which was higher than expected, reflects increased import costs, and casts a further shadow on the outlook for inflation.

However, manufacturers have continued to absorb some of these cost increases. The rise in industry's selling prices to wholesalers and retailers in the year to April was 6.5 per cent, against 6.4 per cent in March. And producer price indices for pharmaceutical products and

toilet preparations have eased since December to give annual percentage rises in April of only 1.2 and 3.1 respectively. Comparative input cost increases for these sectors were 4.2 and 4.9 per cent.

### Chemicals production up

In contrast to the latest cheerless statistics on overall industrial output, which showed little change since the last quarter of 1983, the chemicals sector increased production by a substantial 4.8 per cent. Provisional production figures for pharmaceutical products and perfumes, cosmetics and toilet preparations showed percentage increases of 6.0 and 1.2 in the year to February.

Reflecting recently-published CIA statistics which show the recovery in demand for chemicals increasingly taken up by importers, perfumes, cosmetics and toilet preparations imported into the UK in the fourth quarter of last year climbed 32.3 per cent compared with the same period in 1982, while exports scored a gain of only 18.2 per cent. Corresponding figures for pharmaceutical chemicals and preparations are 19.8 per cent and 11.9 per cent, while 85 per cent of photographic materials and chemicals come from abroad.

## Business Statistics

Prices and costs	Latest data		Previous data		% change on year
<b>Retail prices</b> (January 1974=100):					
all items	Apr	349.7	Mar	345.1	5.2
medicines, surgical goods, toiletries	Apr	361.2	Mar	356.3	6.3
<b>Producer prices</b> (1980=100):					
manufacturing industry	Apr	131.6	Mar	130.2	6.5
chemical industry	Apr	124.4	Mar	123.5	5.1
pharmaceutical products	Apr	127.6	Mar	126.9	1.2
toilet preparations for men	Apr	133.3	Mar	132.7	4.8
other toilet preparations	Apr	127.3	Mar	127.0	3.1
surgical dressings	Apr	136.7	Mar	134.1	6.6
photographic materials and chemicals	Apr	123.8	Mar	123.3	7.7
<b>Average earnings*</b> (January 1980=100)					
distribution and repairs	Feb	147.9	Jan	149.0	6.5
chemicals and man-made fibres	Feb	158.2	Jan	155.8	9.1

### Output

<b>Manufacturers' sales*</b> (current prices) £ thous:					
pharmaceutical preparations	4th qtr	534,984	3rd qtr	495,047	6.4
pharmaceutical foods and food additives	4th qtr	6,983	3rd qtr	7,340	
pharmaceutical chemicals	4th qtr	84,488	3rd qtr	91,545	
perfumes, cosmetics and toilet preparations	4th qtr	247,600	3rd qtr	255,800	7.3
<b>Exports*</b> (current prices) £ thous:					
pharmaceutical chemicals and preparations	4th qtr	260,773	3rd qtr	247,640	11.9
perfumes, cosmetics and toilet preparations	4th qtr	67,138	3rd qtr	62,249	18.2
<b>Imports*</b> (current prices) £ thous:					
pharmaceutical chemicals and preparations	4th qtr	125,842	3rd qtr	118,342	19.8
perfumes, cosmetics and toilet preparations	4th qtr	32,303	3rd qtr	35,095	32.3

### Sales

<b>Consumers' expenditure</b> (1980 prices) £ billion		1st qtr	36.3	4th qtr	36.7	2.3
<b>Retail sales*</b> (value) per week (1980=100):						
all retail business	Mar	124.5	Feb	122.4	5.6	
chemists	Mar	123	Feb	116	7	

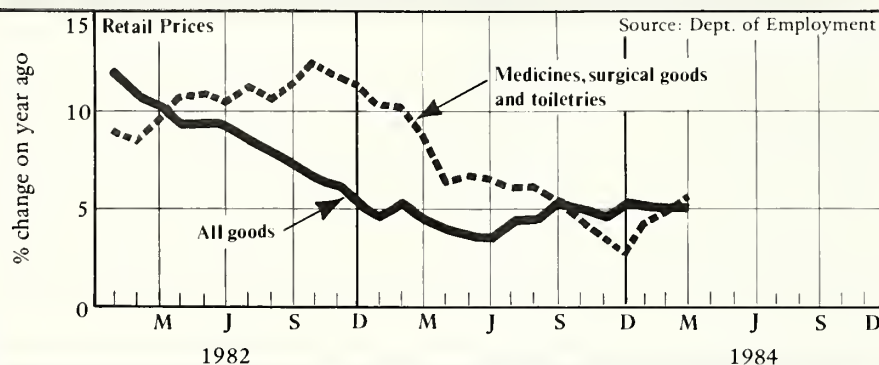
### Business conditions indicators

<b>Average earnings index</b> (1980=100)	Mar	154.2	Feb	155.6	5.4
<b>Capital expenditure</b> (1980 prices) £m:					
distribution	4th qtr	956	3rd qtr	971	9.8
<b>Stock changes</b> (1980 prices) £m::					
wholesaling	4th qtr	131	3rd qtr	-233	—
retailing	4th qtr	43	3rd	74	—
<b>Unemployment</b> (UK) per cent	Mar	13.2	Feb	13.4	-0.9
<b>Live births</b> (England, Wales and Scotland)	Mar	65,861	Feb	52,243	—
	(5 weeks)		(4 weeks)		

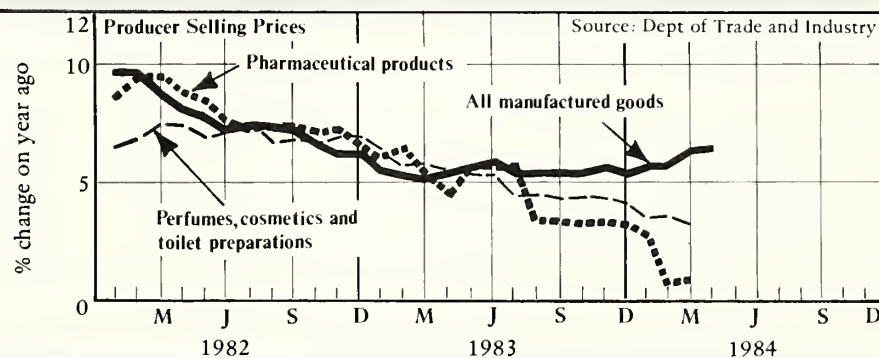
Sources: Central Statistical Office, Department of Employment, Department of Trade and Industry, HM Customs & Excise, OPCS. All figures seasonally adjusted except where marked.



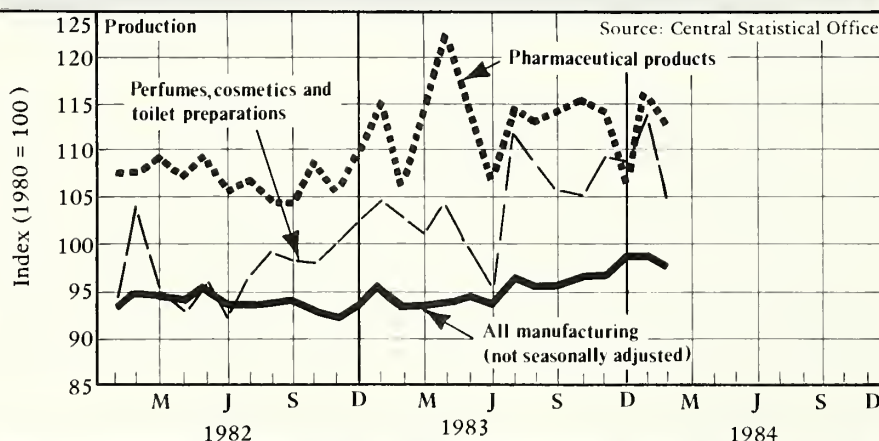
## Medicines and toiletries retail prices climb



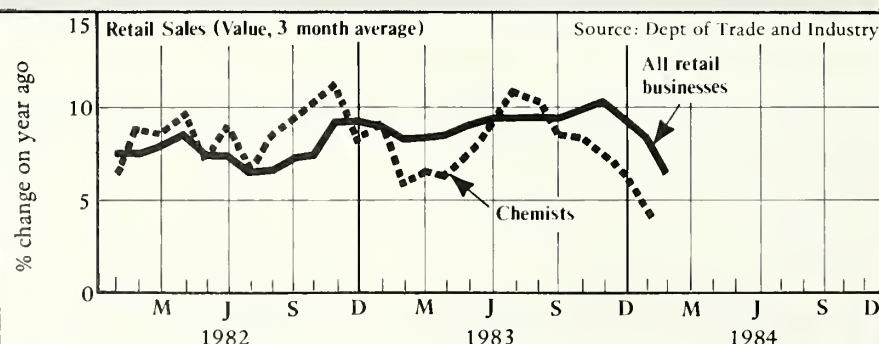
## Wholesale price rises of pharmaceuticals ease



## Toilet preparations output dips



## Retail chemists' sales move ahead



Continued from page 1082

## ...thank you!

May I, through your courtesy, express my sincere thanks to all those who gave me their support in the STV Council election. May I thank all those who have written to or phoned me (I hope to write personally eventually) reminding me of my motto "Resurgam" and wishing me a "Sabbatical" Year.

In the meantime I am continuing to serve pharmacy in many ways and always will, since it is so dear to my heart.

May I wish our newcomers every success in their new responsibilities.

**Mervyn Madge**  
Plymouth, Devon

## Vintage golfers 'on the ball'

Seeing the photograph recently in the *Chemist & Druggist* (April 21, p 798) of the previous captains of the Manchester and District Pharmaceutical Golfing Society and, noting their society was formed in 1921, I was prompted to "bang the drum," on behalf of our Pharmaceutical Golfing Society.

We in the London Chemist's Golfing Society are this year celebrating our 75th anniversary (inaugurated 1909). We are a very active society with nearly 70 members and our yearly fixture card includes Sunningdale, Wentworth, The Berkshire, Ashridge, New Zealand, Stoke Poges, Hadley Wood etc.

We like our Manchester friends go back a few years in time but I would be interested to know of other societies in the pharmaceutical golfing world.

**Terry Loveridge**

Secretary,  
London Chemist Golfing Society

Ing.  
Myphoo Vace

(1)

The curative effects of a good cuppa?



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A major resource is a large and professional sales/marketing team.

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For Further Information and on a highly confidential basis, please contact:

Mr. William Walshe, The Innovation Group,  
Molyneux House, 67/69 Bride Street, Dublin 8.  
Tel: 783970/780629

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The department requires a certificated Pharmacy Technician to be involved with inpatient and outpatient dispensing and a comprehensive Ward top up scheme. There will also be an opportunity to take part in an extensive I V Additive Service including Cytotoxic Drug Reconstitution; Total Parenteral Nutrition and Freeze-Thaw techniques, for which training will be given where necessary.

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37 hrs. per week worked Monday to Friday with 1 Saturday morning in 4. Salary £4283 - £5604 per annum.

If you would like further information, please contact Mr. Chris Pritchard, Staff Pharmacist-in-charge, Buckland Hospital, Coombe Valley Road, Dover, Kent. Tel: Dover (0304) 209624.

Application form and job description available from: Mr. T. Waite, Personnel Officer, at the above hospital.

Closing date for applications 16th June 1984.

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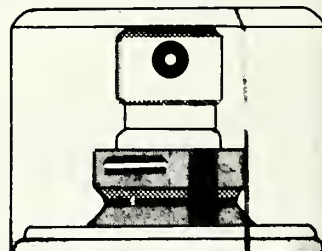
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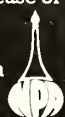
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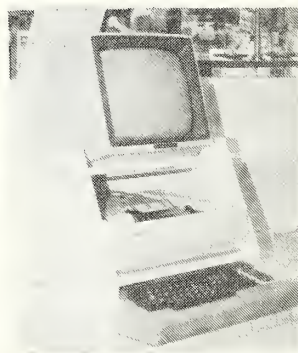
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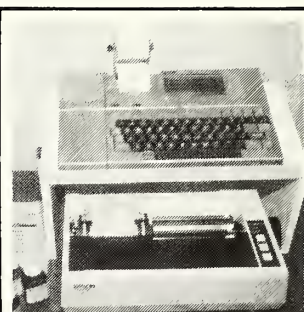
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## Marathon man — on water

**A 71 year old pharmacist has won the veterans trophy in the 125 mile Easter Devizes to Westminster marathon canoe race for the second year running.**

Mr R J Powell, pharmacist manager of Cross & Herbert, Lordship Lane, London N22 and his partner Mr G Skinner, a youngster of 44, finished in a time of 52 hours 8 minutes. They win the Dale Johnson trophy for being the crew of greatest total age who finished the course inside the time limit.

Mr Powell has been a canoeist for "umpteens years", and is the oldest active member of Leaside & Strand Canoe Club. He has canoed the Channel in his time and is entered for the Eddystone charity event in a week's time.

With ideal conditions for this year's race (the 37th) there were 200 entries, and 149 completed the course. The winning time was 17 hours 22 minutes. Other entrants included teams from the Services, two crews of Belgian paracommandos and a couple of Hawaiian brothers.

Mr Powell feels canoeing gets a raw deal as far as publicity and media coverage is concerned. "We have some of the finest canoeists in the world, with world champions for the past two years," he says. "We have got a lot of promising youngsters, and people who put a lot of effort into the sport, but no one has ever heard of them."

## Park pharmacy 're-opens'

**Mr Mervyn Madge, president of the British Society for the History of Pharmacy, has officially opened the resurrected Park Victorian Pharmacy in Plymouth (see C&D, December 17, 1983, p1087, and January 14, p98).**

He sealed a commemorative plaque with the red sealing wax in accordance with pharmacy custom.

Before a representative gathering he paid tribute to the enthusiasm of the Preservation Society, the support given by the City, the Museum and the community-managed services which in only four months had itemised, collected, transferred and resurrected the pharmacy in the Old Merchant's House.



Mr Powell pictured during last year's race

## Trade goodbye to Jeyes gent

**It is June 11, 1934, and the Times' main headlines concern German re-armament and the air defence of France. But that day's "thunderer" failed to record the first day at Jeyes for a fifteen-year old office boy named Tommy Dettmar.**

Fifty years on, Tommy, now an account manager, is retiring from the company.

He was honoured at a surprise lunch held at West Ham Football Club. Why West Ham? Well, one of Tommy's first duties when he originally joined Jeyes was to make sure the nearby club had enough disinfectant and toilet paper before each game!

Tommy was given his first season ticket of retirement by John Stanton, trading director of Spa UK, representing the trade customers who know Tommy Dettmar as "the gentleman rep."

## Guild awards

The Guild of Hospital Pharmacists has announced awards for 1984 as follows: The Merck, Sharp and Dohme award goes to Ms Susan M. Tempest, staff pharmacist at Leigh Infirmary; Ms Christine Clarke, principle pharmacist clinical services at Hope Hospital Salford receives the Nicholas award; the Travenol Fellowship goes to Mr Stuart Anderson, director of pharmaceutical services, St Georges Hospital, London, and the ICI travelling fellowship is awarded to Ms Ruth Horner, staff pharmacist at Ladywell Hospital, Salford.

## Reckitt chief to head CBI

**Reckitt & Colman chairman Sir James Cleminson has been elected chairman of the Confederation of British Industry.**

Sir James, who holds the Military Cross, joined Reckitt & Colman immediately after being "demobbed" from the Parachute Regiment. He spent time in America and Australasia before moving to Norwich to join the then-J&J Colman in 1960. In May, 1970 he succeeded W. R. Hare as managing director of the food and wine division, becoming chief executive of Reckitt & Colman in 1973. He was appointed deputy chairman in 1976 and chairman a year later. The president's post is a fixed tenure one of two years. Sir Terrence Beckett continues as director general.

## Sheridan solo

Tony Sheridan, marketing manager of Coty, is leaving the company and setting up his own distribution company to serve Eire. Initially handling Coty products Mr Sheridan is currently negotiating to carry three designer fragrances. The new company, Sheridan Distribution Services Ltd, can be contacted c/o Johnson Brothers Ltd, Upper Cross Estate, Ballymount Road, Walkinson, Dublin 12 (tel 52 3000). □Nigel Hayes, formerly of Max Factor, takes over as Coty marketing manager.

## APPOINTMENTS

**Barlow shopfitting Group:** Barry Hearn is appointed retail design and marketing consultant, specialising in pharmacy, perfumery and cosmetics. He has spent the past seven years as senior display executive at Lancome.

**Gillette (UK) Ltd:** Barry Douthwaite takes over as general manager on July 16. The post has been empty since Roger Crudgington left it in February. Mr Douthwaite is currently general manager of Gillette Mexico.

**Robinsons of Chesterfield:** Two marketing appointments as part of the company's new graduate recruitment policy are Gillian Inglis, product manager consumer products responsible for sanpro and breast pads and Richard Hollies as assistant product manager for baby products.



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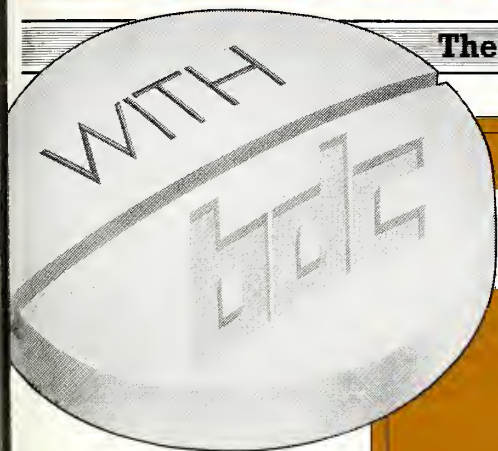
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# CHEMIST & DRUGGIST GOING ELECTRICAL

The Chemists Guide To Electricals

June 1984



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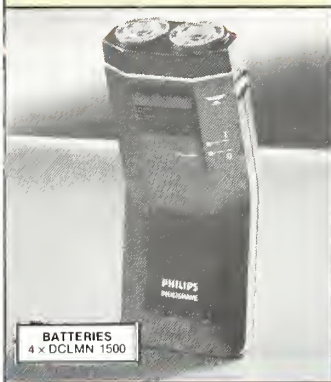
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3 x 15 improved 'lift blade' and cutter blades. 90 slot floating shaving heads. Trimmer for sideburns and moustache. Detachable shaving head. Built-in charging unit. 2 rechargeable cells give up to two weeks of cordless shaving. On/Off switch with lock. Voltage selector. Wall holder supplied. Can serve as permanent recharging point. FINISH: Black. QUOTE: PPS HP1337

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## BATTERY



## PHILIPS

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Two 12-blade rotary action cutters. Two 90-slot floating shaving heads. Self sharpening blades. Compact body shape ensures a comfortable hold. Complete with travel pouch. 3 penlight batteries (not included) last up to 4 weeks. FINISH: Black and chrome.

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## DUAL VOLTAGE/MAINS



## PHILIPS

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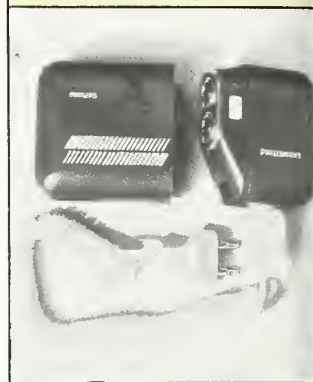
The Philishave Triple head has 12 cutter blades in three floating heads. Conveniently placed on/off switch. For easy cleaning the flip up head has push button control. Non-tangle detachable lead. Red, lined presentation case. FINISH: Black and chrome.

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## BATTERY



## PHILIPS

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## PHILIPS

### HP2133 LADYSHAVE RECHARGEABLE

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## PHILIPS

### DUAL VOLTAGE



### 'PETIT 1000' HAIRDRYER HP4310

Lightweight, compact hairdryer from Philips comes complete with its own travelling case. 1000W dual voltage (120/240V AC). Two speed drying and 1.8m of cable. FINISH: Lilac.

QUOTE: PPS HP4310

**£5.98**

### HP4309 'MINI' 1000 HAIRDRYER

Spec as per 'Petit' 1000

Finish: Dark brown

QUOTE: PPS HP4309

**£6.60**



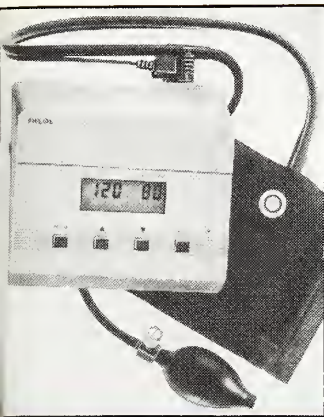
# PHILIPS

*Backed by*  
**£5,000,000 advertising**





# The Philips Collection



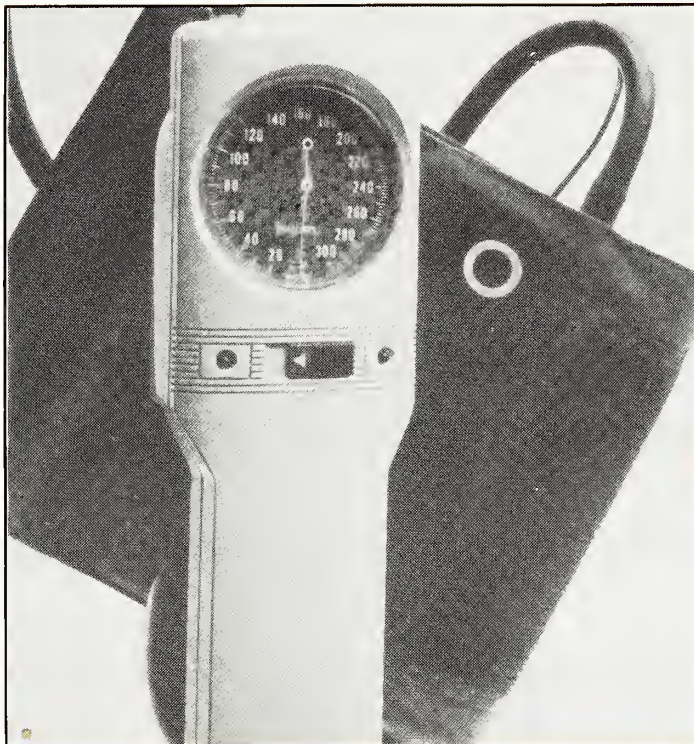
## PHILIPS

### BLOOD PRESSURE METER HP5305

Working on the same principle as that used by the medical profession, the HP5305 is an invaluable health aid to blood pressure sufferers who need to constantly monitor themselves without frequent trips to the doctor. Health addicts will find it an aid to monitoring body reaction to stress and exercise. Solid state electronics with digital readout means it is highly resilient to the rigours of travel. Simple to use, the HP5305 comes complete with arm cuff, inflation bulb and explicit instructions for use. Unlike the doctors versions, a stethoscope is not necessary. FINISH: White with blue case.

QUOTE: PPS HP5305

£49.50



## PHILIPS

### BLOOD PRESSURE METER HP5304

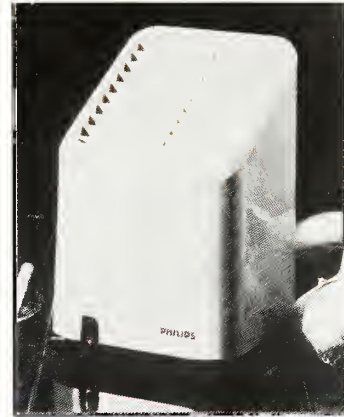
A more simplified version of the HP5305, this Blood Pressure Meter works on the same principle but is an ergonomically designed, hand-held unit with dial

gauge reading. Arm cuff, inflation bulb and explicit instruction leaflet are included in the package.

FINISH: White with blue case.

QUOTE: PPS HP5304

£22.99



## PHILIPS

### AIR CLEANER HR4370

Economical to run (16 watt motor). In an averaged size room (4 x 6 metres, 12 x 8ft.) you will notice the difference in less than half an hour. Unobtrusive compact design and quiet operation. Removes tobacco smoke, absorbs odours, traps dust and pollen, filter lasts up to 3 months, easy filter replacement.

FINISH: Cream.

QUOTE: PPS HR4370 £7.98

### FILTERS

Neutral

QUOTE: PPS HR4970 NEU

Citrus

QUOTE: PPS HR4970 CIT

£1.23 EACH £1.09 EACH CARTON QTY. 12

# Traveller



### INTRTRA TRAVEL PLUG ADAPTOR 3 MARK 2

Ideal for business and holiday makers going abroad. With light portable electrical appliances such as hairdryers, shavers, travel irons etc. This travel plug adaptor is now earthed and can be used worldwide with both earthed and non-earthed appliances. The Mark 2 takes standard 2 and 3 pin plugs, round or square.

FINISH: White.

QUOTE: INTRA 3M2

£3.20 £2.85

EACH MIN QTY. 10



### VOLTAGE CONVERTER (INTTRA 5)

Allows you to use your appliances abroad.

- Built-in socket adaptor fits any socket in the world. Just plug into the wall outlet.
- Automatic overload protection.
- Converts 220-110 volts up to 1500 watts.

FINISH: White.

QUOTE: INTRA 5

£6.91 £6.58

EACH MIN QTY. 10

## Dreamland



### DREAMLAND HEATING PAD EHP3

The modern way for old and young alike to gently ease away backaches, rheumatism, lumbago, cramp, muscle strain etc. All these advantages for no more than it costs to run an ordinary light bulb. Totally flexible for use on all parts of the body. Heating pad with 3 heat settings and electronic control. Removable,

washable cover. Pad size 17in x 12½in. Safety Seal Plus. Overheating protection. Cover in lambswool effect. 60 watts. Extra long flex.

QUOTE: DLD EHP3

£8.68

EACH

£7.80

MIN QTY. 10



### CASHBACK

**£3**

CASHBACK ON  
BRAUN  
SYNCHRON CLUB

**£4**

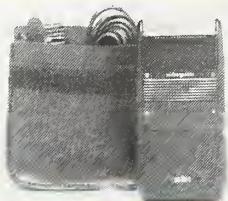
CASHBACK ON  
SYNCHRON  
CLUB DE LUXE

**£5**

CASHBACK ON BRAUN  
MICRON 420

SEE COVER  
FOR DETAILS

#### RECHARGEABLE



**BRAUN**

#### SYNCHRON RECHARGEABLE

Rechargeable shaver. Long hair trimmer. Synchron foil head. Automatic voltage adjustment (100V-240V). Recharger built into shaver. Charge indicator light. Comes with a soft travel pouch and cleaning brush. 1 year guarantee.

FINISH: Black.

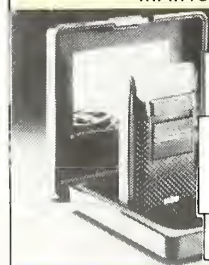
QUOTE: BRN SYNRECHAR

**FRONT LINE PRICE**

**£13.77**

**FOR REPLACEMENT:**  
CUTTER BLOCK. QUOTE: BRN 410953  
£2.28 MIN QTY. 10 £2.40 EACH  
SHAVER FOIL. QUOTE: BRN 522760  
£2.28 MIN QTY. 10 £2.40 EACH

#### MAINS



CONSUMER  
CASHBACK  
PROMOTION

**£5  
OFF**

SEE COVER  
FOR DETAILS

**BRAUN**

#### MICRON 420

Extendable long hair trimmer. Easy grip body. Micron foil head for ease of cleaning. Comes with a presentation/travel case with mirror. 3 year guarantee.

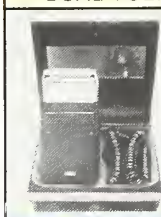
FINISH: Matt black.

QUOTE: BRN MCRN420

**£18.98**

**FOR REPLACEMENT:**  
CUTTER BLOCK. QUOTE: BRN 410953  
£2.28 MIN QTY. 10 £2.40 EACH  
SHAVER FOIL. QUOTE: BRN 420720  
£2.96 MIN QTY. 10 £3.10 EACH

#### DUAL VOLTAGE/MAINS



CONSUMER  
CASHBACK  
PROMOTION

**£4  
OFF**

SEE COVER  
FOR DETAILS

**BRAUN**

#### SYNCHRON CLUB DELUXE

Mains shaver. Long hair trimmer. Synchron foil head. Dual voltage (120V-240V AC). Cartridge foil for ease of cleaning. Comes with presentation/travel case with mirror. 3 year guarantee.

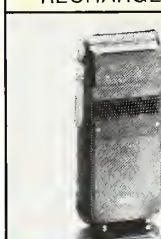
FINISH: Black.

QUOTE: BRN SYNCLUBDL

**£14.41**

**FOR REPLACEMENT:**  
CUTTER BLOCK. QUOTE: BRN 410953  
£2.28 MIN QTY. 10 £2.40 EACH  
SHAVER FOIL. QUOTE: BRN 420720  
£2.96 MIN QTY. 10 £3.10 EACH

#### RECHARGEABLE/MAINS



CONSUMER  
CASHBACK  
PROMOTION

**£3  
OFF**

SEE COVER  
FOR DETAILS

**BRAUN**

#### SYNCHRON CLUB

Mains shaver. Long hair trimmer. Synchron foil head. Dual voltage (120V-240V AC). Comes with compact travel case. 3 year guarantee.

FINISH: Black.

QUOTE: BRN SYNCLUB

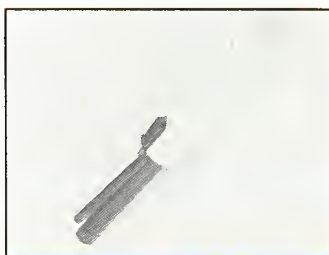
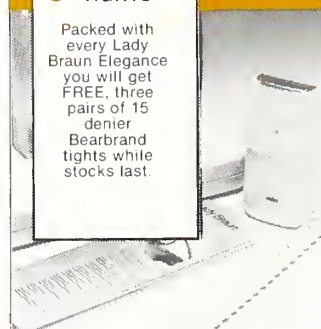
**£11.60**

**FOR REPLACEMENT:**  
CUTTER BLOCK. QUOTE: BRN 410953  
£2.28 MIN QTY. 10 £2.40 EACH  
SHAVER FOIL. QUOTE: BRN 420720  
£2.96 MIN QTY. 10 £3.10 EACH

#### FREE

**3 PAIRS OF  
TIGHTS**

Packed with every Lady Braun Elegance you will get FREE, three pairs of 15 denier Bearbrand tights while stocks last.



**BRAUN**

#### INDEPENDANT CURLING TONG GC1

No lead. No plug and no need for a socket. A safe, simple and efficient curling tong which runs on butane. Push-button operation with automatic temperature control and supplied with a 17mm gas refill.

FINISH: White and black.

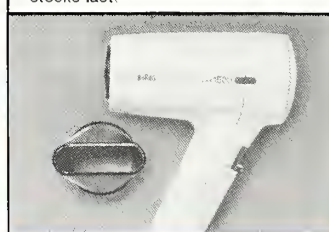
QUOTE: BRN GC1

**£7.98**

SPARE Gas Cans packed in 12's QUOTE:  
BRN GAS £8.20 per 12

#### FREE

When you buy a Braun Compact 1500 hairdryer you will also get a Free 100ml Silkience Conditioner while stocks last.



**BRAUN**

#### P1500 COMPACT HAIRDRYER

Lightweight hairdryer (12 ounces). 1500 watts drying power. 3 heat/airflow settings. Air flow concentrator. Convenient hanging clip plus non slip pads.

FINISH: Yellow.

QUOTE: BRN P1500

**£8.68**

**BRAUN**

#### LADY BRAUN ELEGANCE

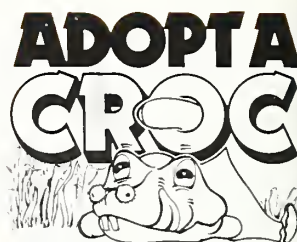
The Lady Braun Elegance is the kindest way to remove unwanted hair with three special hair removal systems. Three year guarantee.

FINISH: White.

QUOTE: BRN LESR WH

**£9.98**

**FOR REPLACEMENT:**  
CUTTER BLOCK. QUOTE: BRN 660710  
£2.28 MIN QTY. 10 £2.40 EACH  
SHAVER FOIL. QUOTE: BRN 660708  
£2.28 MIN QTY. 10 £2.40 EACH



**ADOPT A CROC**

With any Braun Dental Product. Here's the chance for your customers to adopt a crocodile at London Zoo for a year. This includes 4 paid visits to the zoo during the year for the winner and his/her immediate family. All runners-up will receive a FREE cuddly toy crocodile called 'snappy'.

To win, entrants must answer six questions and write a tie-breaker or the entry form attached to the POS (available from BDC). This must be sent in with a dated receipt for any Braun Dental Product and a completed Braun Dental Guarantee Card.

Offer ends 2nd July 1984

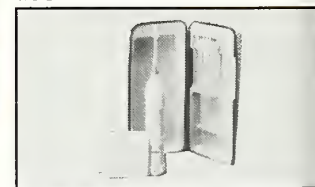


#### RECHARGEABLE TOOTHBRUSH D3

'Multi-action' horizontal and vertical brush movement and a figure 8 shaped multi-tuft brush head. 3300 brush strokes per minute. Watertight and has a removable magnetic switch for easy cleaning. Automatic adjustment to 110-240V. Wall bracket for recharger. 1 year guarantee.

FINISH: White.

QUOTE: BRN D3 **£14.14**



#### TRAVEL TOOTHBRUSH D3T

Similar to D3. Comes with a small zip up case. 1 year guarantee.

FINISH: White.

QUOTE: BRN D3T **£14.89**



#### DENTAL WATER JET MD3

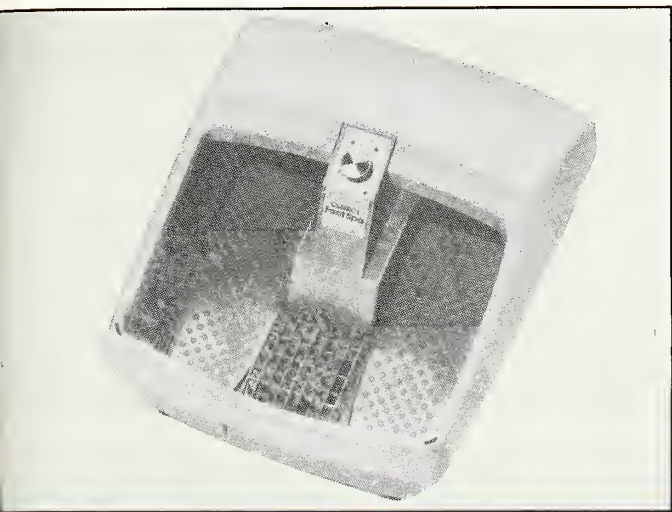
Electronically controlled pulse action ensures precise cleaning. On/Off switch controls water and power. Magnetic hold for handle and cord storage. Can be used from a standard British shaver socket. Complete with 4 colour coded jet nozzle and a 1/2 litre capacity beaker. 1 year guarantee.

FINISH: White.

QUOTE: BRN MD3 **£21.71**



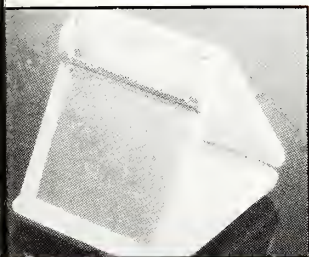
# CLAIROL — the power to make you beautiful



**CLAIROL**

**FOOT SPA FF1**  
The massaging foot bath that  
gives new life into tired feet. 3  
switch settings Massage, Heat  
and Massage, Heat. Use with or  
without water. Heater maintains

constant water temperature. Foot  
shaped arch rests with hundreds  
of vibro fingers relax and soothe  
the feet.  
FINISH: Blue.  
QUOTE: CLR FF1 **£19.98**



**CLAIROL**

**MAKE-UP MIRROR LM9**  
Can be used in day and evening  
light. Illumination provides even  
light for accurate 'make-up'.  
Standard mirror and flip-over  
magnification mirror. Mirror size  
5". Case size 7" x 6".  
Powered by four 1.5V size  
D-cell batteries (not supplied).  
FINISH: Cosmetically coloured  
with printed logo.  
QUOTE: CLR LM9 **£8.47**



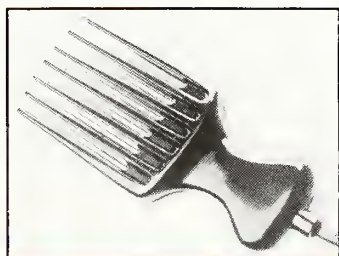
**CLAIROL**

**CARESETTER FT19**  
Velvety soft durable flocked  
rollers for the tighter curl.  
Comfortable to use. 19 rollers for  
tighter curls... 9 medium, 10 small.  
Presented in new self-  
merchandising display carton.  
FINISH: Brown and beige.  
QUOTE: CLR FT19 **£11.99**



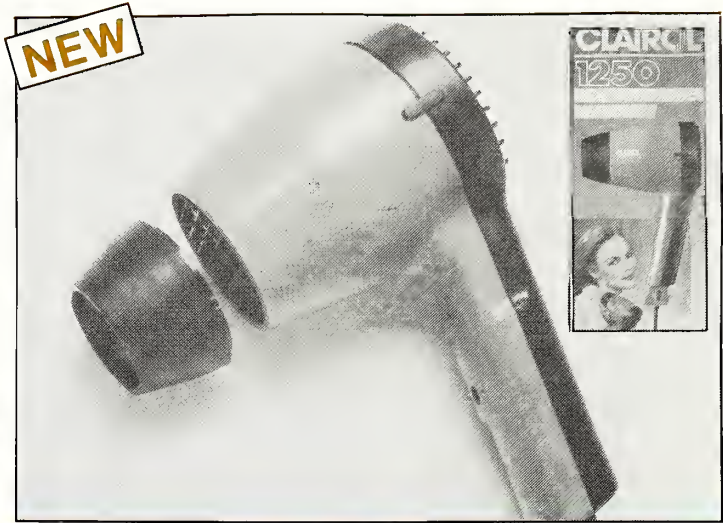
**CLAIROL**

**SKIN MACHINE SM1**  
Gentle skin cleansing brush  
gives fresh and glowing  
complexion. 2 soft nylon brushes  
for deep cleansing. Can be used  
with soap and water or liquid  
cleansers. Handy storage case. 2  
life batteries supplied.  
FINISH: White.  
QUOTE: CLR SM1  
**£2.60 £2.48**  
MIN QTY. 6



**CLAIROL**

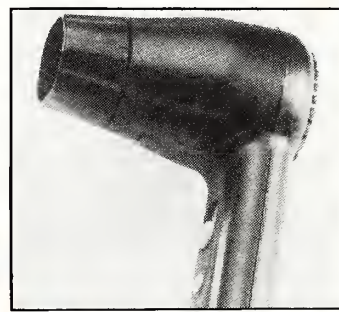
**HOT AFRO COMB HP1**  
The styler for all kinds of curly-  
permed and Afro hair. Detangles  
and adds fullness and body. Each  
heating prong is guarded by cool  
combs to protect the scalp from  
direct contact with the heat.  
FINISH: Black.  
QUOTE: CLR HP1 **£3.99**



**CLAIROL**

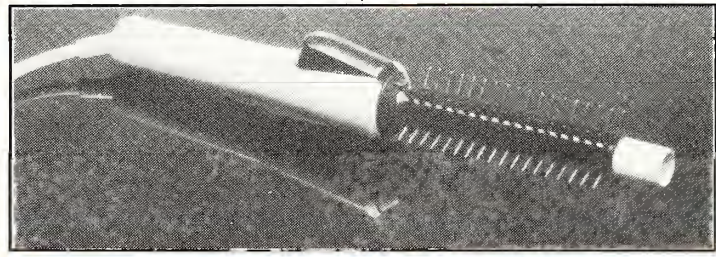
**1250**  
The high power hairdryer with  
less than half the noise of leading  
turbo dryers. 2 heat settings  
(1250/625 Watts). Anti skid  
bumpers. Retractable hang-up

loop. Styling nozzle.  
FINISH: Blue and black.  
QUOTE: CLR SD1250  
**£7.56**



**CLAIROL**

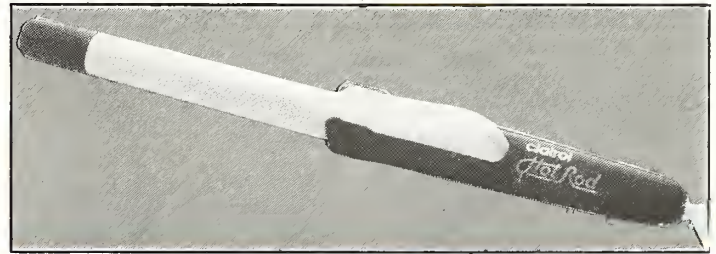
**TRAVEL TURBO**  
A superbly compact and powerful  
dryer with dual-voltage for  
worldwide use.  
2 Heat/speed settings. 1000 watts  
and 500 watts. Snap-on air  
concentrator.  
FINISH: Black.  
QUOTE: CLR MT1  
**£7.76**



**CLAIROL**

**CARE BRUSH CB5**  
Standard size styling brush. Five  
rows of flexible bristles. Flocked  
barrel. Multi-voltage. Ready dot  
turns black when ready for use.

Automatic curl release  
mechanism.  
FINISH: Brown and beige.  
QUOTE: CLR CB5  
**£7.76**



**CLAIROL**

**HOT ROD DC2**  
The speedy styling wand. Heats  
up in just 60 seconds.  
Multivoltage for worldwide use.

Swivel cord.  
FINISH: Red and white.  
QUOTE: CLR DC2  
**£4.20**



# Battery power for the people

## DURACELL

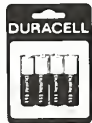
No ordinary battery looks like it... or lasts like it.  
GENERAL PURPOSE BLISTER PACKED BATTERIES



HP2 size 1.5V (2 batteries)  
QUOTE: DCL MN1300B2  
**£1.23** Each  
**£1.16** Min Qty 10 Pks  
**£1.12** Min Qty 50 Pks



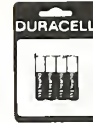
HP11 size 1.5V (2 batteries)  
QUOTE: DCL MN1400B2  
**£1.11** Each  
**£1.05** Min Qty 10 Pks  
**£0.99** Min Qty 50 Pks



HP7 size 1.5V (4 batteries)  
QUOTE: DCL MN1500B4  
**£1.23** Each  
**£1.16** Min Qty 10 Pks  
**£1.12** Min Qty 50 Pks



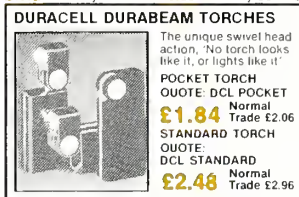
HP7 size 1.5V (2 batteries)  
QUOTE: DCL MN1500B2  
**£0.65** Each  
**£0.62** Min Qty 10 Pks  
**£0.59** Min Qty 50 Pks



HP16 size 1.5V (4 batteries)  
QUOTE: DCL MN2400B4  
**£1.23** Each  
**£1.16** Min Qty 10 Pks  
**£1.12** Min Qty 50 Pks



HP11 size 9V (1 battery)  
QUOTE: DCL MN1604B1  
**£1.17** Each  
**£1.10** Min Qty 10 Pks  
**£1.06** Min Qty 50 Pks



**DURACELL DURABEAM TORCHES**  
The unique swivel head action. No torch looks like it, or lights like it!  
**POCKET TORCH**  
QUOTE: DCL POCKET  
**£1.84** Normal Trade £2.06  
**STANDARD TORCH**  
QUOTE: DCL STANDARD  
**£2.48** Normal Trade £2.96

**WATCH AND CALCULATOR CELL BATTERIES**  
Silver Oxide 1.5V cells.  
120mA version  
QUOTE: DCL D386  
70mA version  
QUOTE: DCL D389  
**£6.60** Per Pkt of 10

**Lithium 3.0V cells.**  
50mA version  
QUOTE: DCL DL2016  
120mA version  
QUOTE: DCL DL2025  
**£10.53** Per carton of 10  
**£10.26** c10

**PHOTOGRAPHIC / TV REMOTE CONTROL UNIT BATTERY**  
Alkaline 6V  
Standard packaging  
QUOTE: DCL 7K67  
**£13.60** PER CARTON OF 10 BATTERIES

**SPECIALIST BATTERY FOR RADIO PAGERS**  
Mercury 1.4V  
Blister packed singly  
QUOTE: DCL RM401  
**£4.38** PER CARTON OF 10 BATTERIES

**HEARING AID BATTERY**  
Mercury 1.4V  
Blister packed (6 in a pack)  
QUOTE: DCL SP675  
**£1.64** Per Pkt of 6

**WATCH / PHOTOGRAPHIC / CALCULATOR CELL BATTERY**  
Silver Oxide 1.5V  
Blister packed singly  
QUOTE: DCL D357  
**£7.48** PER CARTON OF 10 BATTERIES

**PHOTOGRAPHIC BATTERIES**  
Mercury 1.3V  
Blister packed singly  
QUOTE: DCL PX625  
**£2.99** PER CARTON OF 10 BATTERIES  
Alkaline 1.5V  
Blister packed singly  
QUOTE: DCL PX825  
**£4.37** PER CARTON OF 10 BATTERIES  
Lithium 6V  
Blister packed singly  
QUOTE: DCL PX28L  
**£11.93** PER CARTON OF 5 BATTERIES

## SHARP



### SHARP SCHOOLTIME (EL230)

This schooltime pack is ideal for children at school, to aid simple calculations. Comes in a blister pack, complete with ruler (20cm), handwriting pen, rubber, pencil, sharpener, compass and protractor.

QUOTE: SHP SCHLTIME  
**£3.98**

### SHARP LADY (EL851)

Elegant EL851 pearl white, credit card sized calculator. Complete with attractive wallet, with a satin finish pen, 10 notelets and a corsage. Ideal for women of any age.

QUOTE: SHP LADY  
**£7.78**



### SHARP SHOPPER (EL838)

An ingenious idea for the shop to find the 'best buys'. The super slimline EL838 calculator, together with pen and shopping pad, are contained in a special wallet that clips to a trolley, making shopping a pleasure.

QUOTE: SHP SHOPPER  
**£4.99**

Any mix of 9 items qualifies for a FREE display stand, maximum of 2 per shop.  
QUOTE: SHP SILC3 FOC



## VIDOR

**The difference.** HP — High Power batteries are required for products that need a sudden boost of power or are motor-driven. SP — Standard Power batteries are required for products that need a low-current, continuous power. See our recommendations listed below.

### High power

Ideal for calculators, cassette players, recorders, cine cameras, gas lighters, record players, tape recorders, toothbrushes, toys, models, etc.  
Blister packed for maximum impact and colour coded to provide instant recognition at point of sale.



HP2-B2 1.5V  
2 PER PACK  
QUOTE: VDRHP2B2  
**£0.43** EACH PACK  
**£0.41** MIN. QTY. 12  
**£0.39** MIN. QTY. 48



HP11-B2 1.5V  
2 PER PACK  
QUOTE: VDRHP11B2  
**£0.39** EACH PACK  
**£0.36** MIN. QTY. 18  
**£0.35** MIN. QTY. 36



PP3-HP-B1 9.0V  
1 PER PACK  
QUOTE: VDRPP3B1  
**£0.42** EACH PACK  
**£0.39** MIN. QTY. 12  
**£0.38** MIN. QTY. 48



HP7-B4 1.5V  
4 PER PACK  
QUOTE: VDRHP7B4  
**£0.39** EACH PACK  
**£0.36** MIN. QTY. 12  
**£0.35** MIN. QTY. 48



HP16-B4 1.5V  
1 PER PACK  
QUOTE: VDRHP16B4  
**£0.11** EACH  
**£0.10** MIN. QTY. 24  
**£0.09** MIN. QTY. 48

### Transistor

Layer stack type batteries for transistor radios, instruments and transistorised equipment.



PP9-B1 9V  
1 PER PACK  
QUOTE: VDRPP9B1  
**£0.70** EACH PACK  
**£0.66** MIN. QTY. 6  
**£0.63** MIN. QTY. 24

### Radio & Torch

Batteries for baby alarms, clocks, cycle lights, door bells, etc. Blister packed.



SP2-B2 1.5V  
2 PER PACK  
QUOTE: VDRSP2B2  
**£0.34** EACH PACK  
**£0.32** MIN. QTY. 12  
**£0.30** MIN. QTY. 48



SP11-B2 1.5V  
2 PER PACK  
QUOTE: VDRSP11B2  
**£0.30** EACH PACK  
**£0.29** MIN. QTY. 12  
**£0.28** MIN. QTY. 36

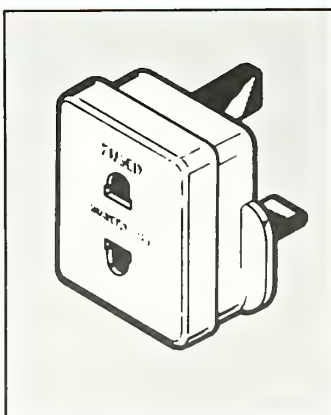
### General Purpose

For burglar alarms, torches, toys, etc.



996-B1 6V  
1 PER PACK  
QUOTE: VDR996B1  
**£1.13** EACH PACK  
**£1.07** MIN. QTY. 6  
**£1.03** MIN. QTY. 24

## volex



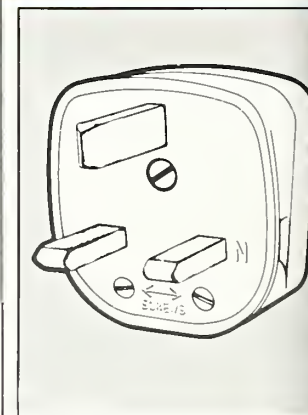
### SHAVER ADAPTOR V580

13 amp Shaver Adaptor. Fused 1 amp.

QUOTE: VLX V580

**£1.23** EACH

**£1.18** MIN. QTY. 10  
**£1.12** MIN. QTY. 50



### PLUG TOPS V1310W

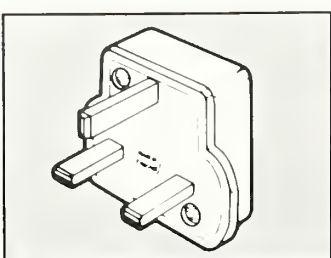
13 amp 3 pin fused plug in white.

QUOTE: VLX V1310W

**35p** MIN. QTY. 20

**32p** MIN. QTY. 200

**31p** MIN. QTY. 1000



### HANDILITE

Night light that plugs into an ordinary 3-pin socket. Ideal as a nursery night light or where soft lighting is required.

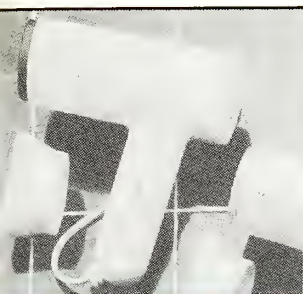
QUOTE: VLX VT1330

**£1.14** EACH

**£1.08** EACH MIN. QTY. 10



# Moulinex



## Moulinex

### TORONTO 1000

Stylishly styled, classical hair dryer. Two speeds (1000/500 wts). Complete with streamlined styling nozzle.  
FINISH: White with green trim.  
QUOTE: MLX 783

**£4.36**



## Moulinex

### MOULINEX 550

550 watt power. Single speed. Automatic safety cut-out. Low-dry nozzle.  
FINISH: White.  
QUOTE: MLX 672

**£3.71** EACH **£3.58** MIN QTY. 8



## Moulinex

### MOULINEX 900

Two speed/heat settings at 450 and 900 watts. Low-dry nozzle. Automatic safety cut-out.  
FINISH: Sage green.  
QUOTE: MLX 673

**£4.45**



## Moulinex

### MOULINEX 1200

Two speed/heat settings at 600 and 1200 watts (for extra fast drying). Low-dry nozzle. Automatic safety cut-out.  
FINISH: Red.  
QUOTE: MLX 674

**£6.65**



## Moulinex

### MINI STYLER 669

The Moulinex mini hairdryer comes with brush and comb attachments. It is lightweight and small enough to fit into a handbag, and is ideal for travel. The powerful 500 watt motor features an automatic safety cut-out to guard against overheating.  
FINISH: Brown and white.

QUOTE: MLX 669

**£4.25** EACH **£4.10** MIN QTY. 6



## Moulinex

### MOULINEX 2 SPEED REFRESHAIR 479

- Recycles stale air and bad smells into refreshed citrus scented air.
- Triple action filters.
- Quiet 24 watt electric fan.
- Less than 9" high.

FINISH: Ivory and brown.

QUOTE: MLX 479

**£6.99** EACH **£6.60** MIN QTY. 6



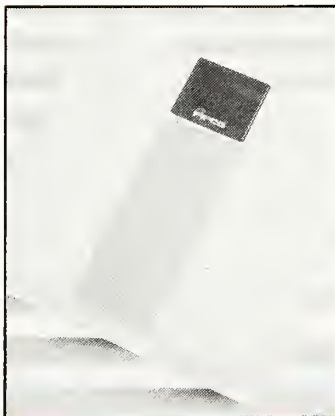
## Moulinex

### HAND BLENDER 728

This easy to hold, slimline, electric hand blender, is lightweight and easy to handle. It can mix foods hot or cold in sauce pans, bowls etc. The simple design makes it very easy to clean. 240 volts.  
FINISH: White with green switch.  
QUOTE: MLX 728

**FRONT LINE PRICE**  
**£6.99**

# PIFCO



## PIFCO

### ELECTRONIC DIGITAL BATHROOM SCALES 1580

High tech accuracy in the bathroom. Switches on automatically and locks on to the weight in approx 5 seconds. Easy to read LED digital read-out in either pounds or kilos. High accuracy assured by a Linear Velocity Displacement Transducer or LVDT. It compensates for differences in humidity and temperature. Automatic switch-off gives long battery life. True zero adjustment. Automatic low battery signal. Battery: One 6LF22 (MN1604). Single display packs, 4 in a carton.

QUOTE: PIF 1580

**£17.64**



## PIFCO

### PIFCO FACIAL SAUNA 1570

Cleans the skin by opening the pores and helps towards a fresh and smooth complexion. Also gives vapourised relief from nasal congestion and the discomfort of colds, catarrh and sinusitis. New modern styling for greater comfort and ease in usage. White moulded base unit with stainless steel dish and illuminated rocker switch. Green tinted face mask with contoured protective rim. Self-resetting safety cut-out. Measure beaker provided. 220/240V 50Hz. 85/100W. Single display packs, 6 in a carton.

QUOTE: PIF 1570

**£8.98**



## PIFCO

### BROXOBRUSH

Battery powered toothbrush outfit in wall cabinet.

QUOTE: PIF 1665

**£7.94**

### BROXOBRUSH SPARES

Spare brushes for PIF 1665 (pack of 2).

QUOTE: PIF 457H (Hard) 46p

QUOTE: PIF 457N (Normal) 46p



## PIFCO

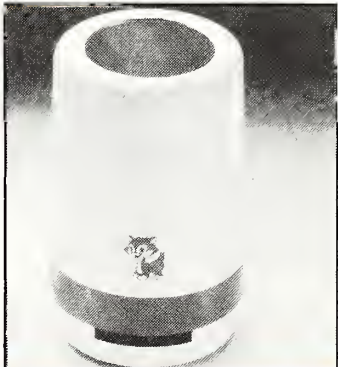
### PIFCO INTERCOM 1371

Easily installed battery-operated intercom system to connect any two rooms. Also an excellent baby alarm. Two-way buzzer calling mechanism. One unit incorporates a volume control. Can be used hand-held, free standing or wall mounted. 50m of flex. Batteries: DCLMN1604B1 (not included).

FINISH: White

QUOTE: PIF 1371

**£6.21**



## PIFCO

### PIFCO BABY'S BOTTLE WARMER

Accepts all known feed bottles, baby food tins and jars.

Illuminated temperature control and thermostat.

QUOTE: PIF 1109

**£5.60**



**ASTRODENT 3758**

Astrodent is a totally unique system of tooth and gum care which is completely safe because it has a unique elliptical orbital action generated by an eccentric weight attached to the motor shaft. This provides the desired massaging and cleaning motion without remaining in one spot long enough to harm gum tissue or overheat delicate tooth surfaces. For complete dental health, regular gum massaging is also recommended by dentists. Astrodent is guaranteed free from defect for a period of 12 months under normal use (excluding batteries).

QUOTE: MM 3758

**£5.98****ASTROTHERM 3759**

The Astrotherm Digital Thermometer takes body temperature faster - and more accurately than a glass thermometer. It's easier to use. Batteries are included in this product. Astrotherm is guaranteed for 12 months under normal use (excluding batteries).

QUOTE: MM 3759

**£10.98**

DISPOSABLE PROBE COVERS - 28 PER BOX QUOTE: MM 3769

**£1.10 98p**  
PER BOX MIN QTY. 6**MOUNTAIN BREEZE AIR IONISER (FOR THE HOME)**

TV sets, synthetic furnishings and air conditioning deplete the negative ion count. A Mountain Breeze will refresh you at the end of a hard day and go on doing you good while you sleep. It's even

been found helpful for people with respiratory problems. It's small and smartly styled - just 7" x 4 1/4" x 1 1/4".

QUOTE: SID AIR ION

**£25.98**

## Today's chemist should know as much about electricals, as he does about pharmaceuticals.

As a chemist, you look after the people in your locality in many ways.

If you have a pharmacy, they come to you for drugs and to have prescriptions made up. They buy make-up, baby products and antiseptics from you. They'll ask your advice on a wide range of topics, from relieving a headache to choosing the right shampoo for their hair.

In many areas of hygiene and personal care, the local chemist is the only qualified person that customers can turn to for good, sound advice.

Over the last few years, more and more electrical products have come onto the market which are related to personal care.

Hairdryers, facial saunas, depilatory equipment and shavers are some of the examples, but there are literally hundreds.

These are products that you, the chemist, should be selling.

The latest products offer easy, effective solutions to many problems of beauty and personal care. Customers prefer to buy them from their chemist, as they can get advice on the right equipment and how to use it.

What's more, offering this service to your customers can be very profitable for you as a businessman - with BDC to help you.

### With BDC you can make your profits electric

BDC publishes GOING ELECTRICAL specially for you the chemist, your own guide to the fastest selling, brand leading range of electrical products launched which are aimed at your customers.

All you need to do is pick up the phone and dial 01-881 2001 and ask for Telesales - we'll do the rest.

### When it comes to choice there's only one - BDC

In BDC's 8 1/2 acre London headquarters at White Hart Lane, N17, we carry the largest stock of electrical products under one roof in the UK.

### TELESALES - your personal specialised contact.

With BDC, you don't have to wait for a rep to call.

You have an expert who you can talk to anytime during business hours - your personal Telesales contact.

You'll get instant information about product ranges, stock availability and

special BDC prices. They'll keep you informed of advertising and promotional campaigns, so you can cash in on them. And of course, they'll take your order and process it on-the-spot, so you're never kept waiting for your goods to arrive.

### Free delivery

When you're selling fast, you don't want to worry about running out of stock. And you needn't.

With BDC's colossal stocks and our guaranteed delivery, you needn't miss out on a single penny of your profit.

In a 30-mile radius of London delivery is guaranteed in 24 hours, FREE on all orders of £100 or over (excl. VAT).

In a 50-mile radius of London delivery is guaranteed within 3 days, FREE on all orders of £250 or over (excl. VAT).

Outside these areas, delivery to any address in the UK is still guaranteed. Ask Telesales for full details.

### Or 'call and collect'.

If you prefer, you don't have to wait even for delivery. You can simply call in at any of our two Trade Counters at Green Lanes, Haringey N8, or Chase Road, Park Royal NW10 and pick up your order.

At the beginning of each month, BDC customers receive a FREE copy of the BDC Times. Within Going Electrical we could only feature a selection of the faster-selling ranges available. But in the BDC Times there are 200 plus pages crammed with literally hundreds and hundreds of quality products on offer, with all the leading brands and top-selling lines.

We've kept it simple, all you need to do is browse through the pages and decide what stock you want.

Then you can order it all from one source, just by ringing Telesales on 01-881 2001.

### FRONT LINE PRICES

Every month BDC offer you an army earth-shattering prices.

They're called 'Front Line' prices, because they're ALL top-brand products that'll be number one sellers.

We promise that they're the lowest published prices anywhere at the time going to press. So make sure you stock up with our Front Line prices each month to take advantage of the profits they'll make for you.

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